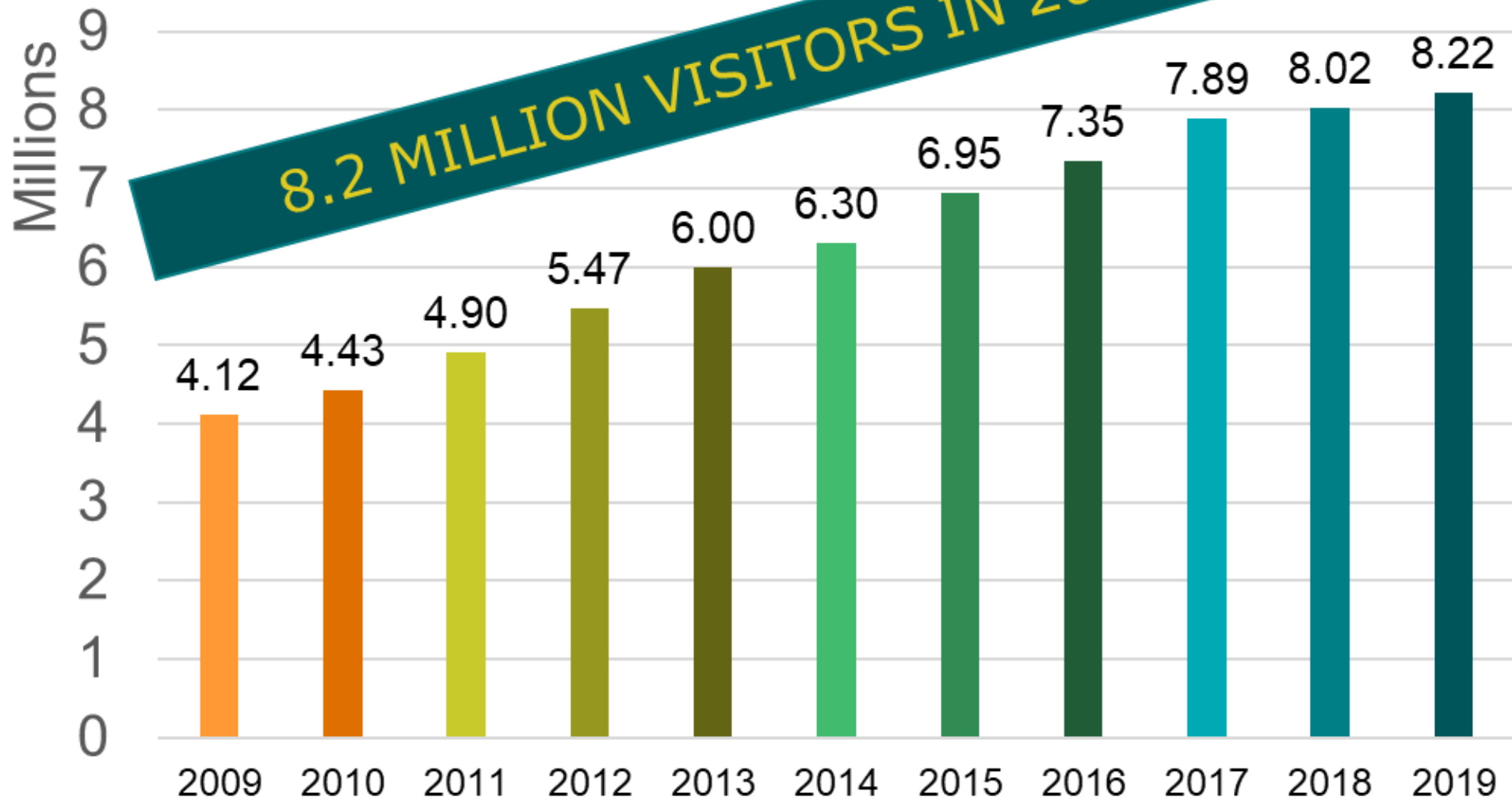


Discover The Palm Beaches

# LEAGUE OF CITIES

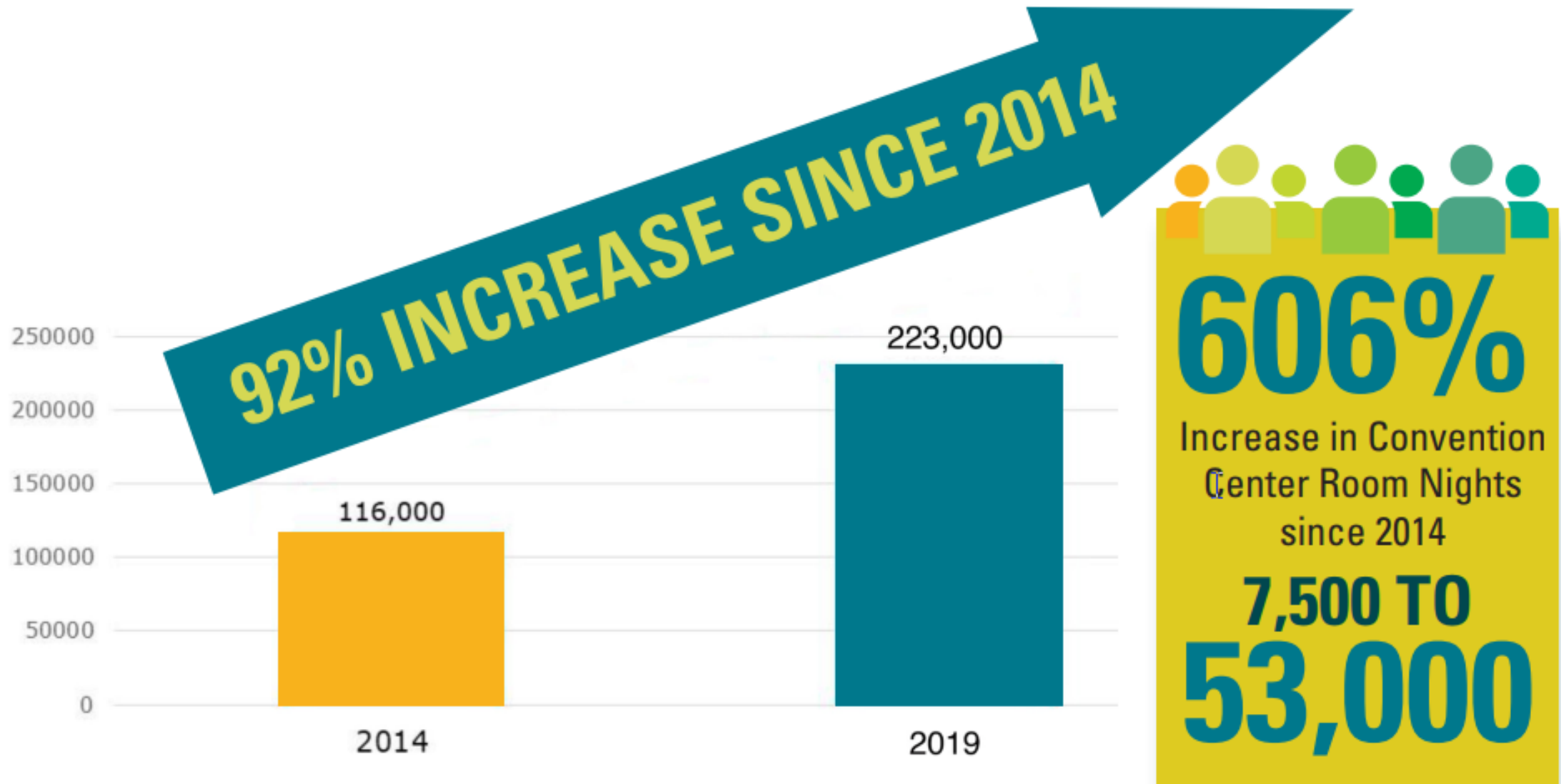


# RECORD-BREAKING VISITATION





# GROUP NIGHTS ON THE RISE



## STATE OF TOURISM

## WE HAVE A LONG WAY TO GO

- We ended 2019 and started 2020 on a tear, breaking records
- The pandemic crushed things, CYTD hotel occupancy is down 37%, we're hovering in the 40% range on average
- Hospitality jobs have been lost; we estimate 32,000 are still unemployed



## STATE OF TOURISM

# TOURISM RELATED SALES TAX AND VISITOR SPENDING IS DOWN

- A loss of \$35 million in tourism related sales tax for the first half of 2020
- For example we estimate Boca Raton is down 20% or \$14 million; West Palm Beach \$9 million; and Palm Beach Gardens \$5 million
- Overall visitors spending is down 16% in first half of 2020



## ECONOMIC RECOVERY

# DESTINATION RECOVERY PLAN – with TDC Agencies

- Discover has been in Phase I of our recovery plan – marketing to Miami-Dade, Broward, and for the truly the first time – PBC residents
- We're now slowly moving into Phase II, reaching audiences in Tampa, Orlando, Jacksonville, and more
- And when we are ready, Phase III, will include key fly markets in the Northeast, Midwest, and Southeast



**Stay a FREE  
Night at  
Select Hotels**

  
DISCOVER  
**THE PALM BEACHES**  
FLORIDA

## ECONOMIC RECOVERY

## OUR MESSAGE TO VISITORS AND RESIDENTS

- Tourism industry research shows people need to feel safe
- Health and safety are more important than finding great hotel deals
- We were the first destination in Florida to be part of GBAC STAR accreditation (Global Biorisk Advisory Council) – now more than 50 hotels and cultural venues are part of it – including the PBI and the Convention Center
- We started The Palm Beaches Pledge – **Spread Out, Mask Up, Sanitize** ... more than 160 businesses are participating
- It's being supported by such cities as West Palm Beach, Lake Worth Beach, Boca Raton, Riviera Beach





## CALL TO ACTION

# HOW CITIES AND TOWNS CAN PLAY A PART

- Tourism industry studies continue to show people want to go to beach destinations; places with smaller towns; natural spaces
- We have the ideal profile for a faster recover





## ECONOMIC RECOVERY

# TOURISM IS THE FRONT DOOR TO ECONOMIC RECOVERY

- We know visitors coming to our cities – spending money – is the front door to economic recovery
- Cities are recognizing the importance of having a tourism strategy
- Boynton Beach & Riviera Beach, have organized Tourism Task Forces
- The Chamber of The Palm Beaches did so as well, understanding tourism promotion is a way to help business and cities



CHAMBER *of* COMMERCE  
OF THE PALM BEACHES

**YOU ARE NOT ALONE!**  
Join the Chamber's  
Tourism Task Force:



*Chamber Members  
are here to help!*  
- Bernardo, The Ben Hotel

*Open to Members &  
Non-Members in  
these industries:*

# CITY CALL TO ACTION



## **Endorse The Palm Beaches Pledge & Promote GBAC adaptation by your hotels & attractions**

Trust in Health and  
safety will bring back  
visitors



## **Encourage Residents to Take a Staycation**

Our residents can be  
our best costumers,  
we can assist you in  
marketing your cities



## **Use the Power of a personal invitation**

Invite Friends and  
Family from outside  
Palm Beach County



# FINALLY

- I urge you to think about Tourism in a different light, it's been part of our DNA since 1890's – America's First Resort Destination
- Tourism is a Shared Community Value, an important and necessary element in the social fabric of your community. It offers a first step into the American Dream for many, and meaningful careers for thousands
- Tourism is a "must have" component in your Strategic and Economic plans
- We can help you form a Tourism Task Force as well as build Tourism Content on your website. Communicate the power of Tourism to your residents
- Think of DTPB/TDC as your partners, your consultant in bringing those Strategies to life.
- Thank you



# YOUR DISCOVER CONTACT



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THANK YOU