Dear IPW Participants:

On behalf of VISIT FLORIDA and our more than 12,000 industry Partners around the state, it is my pleasure to welcome you to Orlando and IPW 2015.

Florida tourism has reason to be proud, with four consecutive years of record visitation, 57 straight months of job growth, more than 1.1 million Floridians employed in the industry and serving as the top vacation destination for domestic and international visitors, families, beach-goers, Baby Boomers, Gen Xers, Millennials and African American leisure travelers. Much of this success is attributable to knowledgeable professionals like yourselves who help ensure our visitors enjoy a unique and memorable vacation experience in the Sunshine State.

A great way to enhance your knowledge of the Florida tourism product is through participation in VISIT FLORIDA’s post-IPW familiarization tours being held June 4-7, 2015. Just as IPW offers a tremendous opportunity to efficiently conduct business with buyers and sellers from all around the world in just three days, our FAM tours have been meticulously arranged to provide you with first-hand knowledge on a broad range of uniquely Florida experiences.

We look forward to sharing the sunshine with you.

Sincerely,

J. William Seccombe
President & CEO
VISIT FLORIDA
Discover The Natural Side of Florida

June 4-7, 2015

Ocala/Marion, Citrus County and Gainesville, Florida

Citrus County is the only place in North America where you can legally swim face-to-face with the famous Florida Manatee. In addition to this one-of-a-kind experience, we are Florida’s premier destination for outdoor adventure from scalloping, swimming and diving to birding, biking, hiking and paddling. Just 60 minutes from Tampa and 90 minutes from Orlando, Citrus is the ideal respite from the hustle and bustle of the theme parks. Outdoor adventure in breathtaking surroundings is only the start of what we have to offer in Citrus County. Come, visit Citrus, and make lasting memories exploring Crystal River, Floral City, Homosassa and Inverness. Citrus County...Animated by nature.

After leaving Citrus County, you will travel to Gainesville the proud home of the University of Florida. For some people, that’s the beginning and end of the story. But a few minutes spent on a visit, and the story changes in a big way. Gainesville isn’t just a great college town. It’s a great town. Period. It’s where nature and culture meet. Where trees draped in Spanish moss line quaint Old South inspired streets. Where a cozy quintessential downtown exudes hospitality, comfort, and at times, a certain refined ease in its shops and restaurants. Where state parks are a virtual playground of world-class natural attractions, sinkholes, waterways and waterfalls, shady pine forests, flora and fauna, and amazing natural North Florida sunsets. And where the surrounding towns like High Springs, Alachua, Cross Creek and Micanopy dial-up the charm even further each in their own individual way. Looking for iconic locations in Gainesville to take photos? We’ve got you covered.

Your final destination will end in Ocala/Marion County. From a wide variety of spirited outdoor adventures and attractions and a cultural experience rich with history to hosting renowned equine events and upholding the title of being “Horse Capital of the World,” Ocala/Marion County offers visitors classic Florida charm in an unforgettable retreat. Quaint downtown squares offer an abundance of local and name-brand shops and restaurants and the chance to customize each trip to meet your guests’ travel desires. The charming cities of Belleview, Dunnellon, Ocala, McIntosh, and Reddick offer guests the opportunity to explore every part of the county. With outstanding affordable accommodations, it’s the perfect place for a family vacation, group tour, or a romantic getaway for two. The fun and excitement never ends in Ocala/Marion County.
Tour Operator IPW FAM

The Original Florida Sunshine Escape

June 4 - 7, 2015

Daytona Beach Area, Southeast Volusia and West Volusia

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Recognized worldwide for its annual events including Bike Week, Biketoberfest®, Rolex 24 at Daytona and the Daytona 500, Daytona Beach’s famed heritage also claims the U.S. headquarters of LPGA and NASCAR and is home to Daytona International Speedway, the ‘World Center of Racing.’ With more than 15,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, Bed and Breakfast, hotels and everything in between. Visitors can enjoy the quintessential vacation experience beginning with the Daytona Beach Boardwalk and Pier or choose from a surprising list of attractions and cultural venues and a colorful culinary scene. With 23 miles of world-famous beaches ideal for shelling, swimming and surfing, it is no surprise Daytona Beach was chosen as a Best Florida Attraction in the Top 10 Best Readers’ Choice travel award contest sponsored by USA TODAY.

Conveniently located between Orlando and Daytona Beach, the West Volusia Region encompasses 14 distinct, authentic Florida communities along the majestic St. Johns River. A variety of unique accommodations and an eclectic mix of attractions, restaurants, shops and boutiques makes this a popular spot for visitors from around the world. Discover our small towns, full of charm and old-fashioned hospitality, dotted with sidewalk cafes, original shops, museums and galleries and murals depicting the areas history in the making.
Founded by Spain in 1559, the Pensacola Bay Area has changed hands more than a dozen times in 450 years in actions involving Spain, France, England, the Confederacy and the United States. The influence of these nations is evident in the city’s architecture, rich history, diverse museums, variety of festivals, as well as its exquisite cuisine. Discover the uniqueness of the Pensacola Bay Area as you explore Historic Pensacola Village, Pensacola Lighthouse, National Naval Aviation Museum - the largest museum of its kind in the world, and miles of beautiful white-sand beaches along one of the world’s longest barrier islands. Search for treasures to take home while shopping in locally-owned boutiques and art galleries in Pensacola’s historic downtown and in the unique island shops just steps from your Gulf front accommodations on Pensacola Beach.

After exploring Pensacola you will travel to a true beach lover’s beach, Panama City Beach. Named by CNN as the top beach in the continental USA, our 27-miles of white sand shoreline are soft and powdery, and provide front row seats for watching the sun set over the Gulf of Mexico. Charming beach houses and luxurious condominiums become a home away from home for couples or family vacationers and local restaurants showcase the area as the perfect nexus of Southern cooking, Cajun Cuisine and Gulf-fresh seafood.

Outdoor enthusiasts find their zen in one of our two state parks and the 3,000 acre Panama City Beach Conservation Park, while shopaholics explore unique boutiques and major department stores situated just steps from the beach in the walkable Pier Park lifestyle center. For those more at home on the water, Panama City Beach is a paradise for diving, sailing, boating and fishing, with trips tailored to suit any style, and a completely undeveloped 7-mile long barrier island where deer can be spotted among the towering sand dunes.
Let’s Do Launch! Launch Zip Line, Launch Space, Launch Ships

June 4 - 7, 2015
Experience Kissimmee & Space Coast

In addition to its easy access to world famous theme parks, Kissimmee offers a whole other world of natural discoveries and adventures that enable you to explore Florida’s great outdoors.

Whether you’re zip-lining, swinging and climbing among the trees at the new Orlando Tree Trek Adventure Park, paddling along a beautiful cypress tree-lined waterway with the Paddling Center at Shingle Creek, or spotting alligator eyes glowing just above the water on a night time airboat ride, your experience is sure to be unforgettable.

During your visit, you’ll also enjoy shopping and dining in Celebration, the quaint town that Disney built, and see the spectacular sights and sounds of La Nouba, a Cirque Du Soleil show at Walt Disney World.

Stand nose-to-nose with Space Shuttle Atlantis and have lunch with an astronaut – a truly out-of-this world experience at the Kennedy Space Center Visitor Complex where over 20 rockets are scheduled to launch this year. From space ships to cruise ships, Port Canaveral’s new 7-story Exploration Tower provides great views of cruise ships launching out to sea. We’ll dine waterfront and wave to departing cruise passengers. Next stop - legendary Cocoa Beach, known as the East Coast surfing capital of the U.S. We’ll enjoy Reggae music at the Cocoa Beach Pier and get some retail therapy at world famous Ron Jon Surf Shop, open 24/7.
Come Discover the New “Old Florida”

June 4 - 7, 2015

Jacksonville and the Beaches and St. Augustine

Jacksonville, the place where Florida begins, and St. Augustine are home to the oldest continually inhabited European settlement in the United States. Participants on this tour will explore the natural history of the Sunshine State, experience the influence of our first French, Spanish and British settlers, and learn about the Native Americans who lived in the region.

In Jacksonville, Fort Caroline remains as the first European settlement in the nation. In St. Augustine, from the Fountain of Youth Archeological Park to Castillo de San Marcos National Monument standing as a symbol of human determination and endurance to the St. Augustine Lighthouse museum housing artifacts from the 18th century shipwrecks off the coast, you’ll see first-hand the clash of cultures which ultimately resulted in a uniquely unified nation.

Flavorful local fare will be sampled on a culinary tour adventure with generous tastings as the history of the city unfolds through multiple food stops. And the fun doesn’t stop at sundown. The Haunted Pub Crawl and Paranormal Investigation Tour offers ghostly delicious eats and drinks as you visit haunted sites in the city.

Relive history at National and private parks, explore natural Florida, visit fascinating architectural wonders, dine on flavorful local fare and so much more.
It’s a Treasure Hunt on Florida’s Treasure Coast

June 4 - 7, 2015

Indian River County and St. Lucie County

Indian River County is comprised of three cities – Vero Beach, Fellsmere and Sebastian. As soon as you arrive you will see why Vero Beach was named one of USA TODAY’s 6 hassle-free beach escapes for 2015. The County is home to Riverside Theatre – Archie Carr National Wildlife Refuge – grounds for the largest population of sea turtle nesting in the U.S. and Pelican Island National Wildlife Refuge – America’s first national wildlife refuge. Forget your worries and lose yourself in the quaint charm in this hospitable county.

In St. Lucie County, visitors will enjoy the historic City of Fort Pierce (chosen as one of the top ten most historic & idyllic main streets by USA TODAY), the vibrant City of Port St. Lucie and the natural beaches of Hutchinson Island. The area is known for its 21 miles of uncrowded beaches, 1,000 acres of preserved lands and waterways teeming with local wildlife, unique eco-tours, world record sport fishing, horseback riding on the beach, New York Mets spring training baseball, championship golf at PGA Village, a charming and award-winning waterfront downtown and year round arts and cultural activities.

Indian River County and St. Lucie County are neighboring destinations located on the East Coast of Florida. The area received its name from a Spanish treasure fleet that sank off the coast during a hurricane in 1715. Millions of dollars of artifacts, coins and other treasures were lost on the ocean floor. These valuable and historical items are still occasionally washed up on the beaches today, giving the area its name.

Indian River and St. Lucie counties will take you on a “Treasure Hunt” on or in the waters. Be prepared to hunt for sunken treasure aboard a real treasure-hunting boat and visit the McLarty Treasure and Mel Fisher museums in Sebastian.

At each location along the tour, guests will be asked to find the treasure that’s on their list. Clues and hints will be given as you explore the area’s wildlife by airboat, horseback or kayak, and enjoy an evening fishing adventure aboard the Fort Pierce Lady.
Florida Map

**Real, Simple, Fun.**
Pensacola and Panama City Beach
Final Departure Airport:
Northwest Florida Beaches International Airport - ECP

**Discover the Natural Side of Florida**
Ocala/Marion County, Citrus County and Gainesville
Final Departure Airport:
Orlando International Airport - MCO

**The Original Florida Sunshine Escape**
Daytona Beach, South Volusia and West Volusia
Final Departure Airport:
Orlando International Airport - MCO

**Let’s Do Launch, Launch Zip Line, Launch Space and Launch Ships!**
Experience Kissimmee & Florida Space Coast
Final Departure Airport:
Orlando International Airport - MCO

**The New Old Florida**
Florida Historic Coast:
Visit Jacksonville and St. Augustine
Final Departure Airport:
Jacksonville International Airport - JAX

**Treasure Hunt**
Port St. Lucie & India River County
Final Departure Airport:
Orlando International Airport - MCO
Tour Operators Guidelines

Tour operators registered for U.S. Travel Association's IPW - Orlando 2015 will have the opportunity to participate in one of the four post-IPW tours offered by VISIT FLORIDA and its industry partners, June 4 - 7, 2015. These tours are designed to showcase some of the best of what Florida has to offer and the official tours authorized by U.S. Travel Association for IPW - Orlando 2015.

All Tours will begin on Thursday, June 4 at 8:30 a.m at the Orlando/Orange County Convention Center. The tours will conclude on Sunday, June 7 at 1:00 p.m. at one of the following airports, which are denoted on each of the tours. Tour operators participating in the Pensacola Beach and Panama City Beach tour will fly from Orlando International Airport (MCO) to Pensacola Beach and depart from the Northwest Florida Beaches International Airport (ECP) which is located on Panama City Beach.

Jacksonville International Airport - JAX
Orlando International Airport - MCO
Northwest Florida Beaches International Airport - ECP

When planning your return flight, please note the airport you’ll be departing from and allow two hours to check in and clear security.

The registration fee for the tour is $150.00 (U.S.), which includes ground transportation within Florida, accommodations, meals and activities. You are responsible for your incidentals. Each tour will require a minimum of ten participants pre-registered to operate. A maximum of 15 participants may register for each tour. You are allowed up to three tour choices in order of preference. Non-registered IPW - Orlando 2015 buyers will not be allowed to participate in the tours. Friends, spouses, children and/or family members are not able to participate. To ensure that you receive your first-choice tour, VISIT FLORIDA recommends that you make your selection as soon as possible. Registration forms will not be accepted without a credit card payment.

You will receive a confirmation email with an agenda once confirmed.

For additional information, you may e-mail VISIT FLORIDA at bbryant@VISITFLORIDA.org or 850-205-3806.

NO REFUNDS WILL BE MADE AFTER April 10, 2015.
Media Guidelines

Journalists registered for U.S. Travel IPW - Orlando 2015 will have the opportunity to participate in one of the two post-IPW tours offered by VISIT FLORIDA and its industry partners, June 4 - 7, 2015. These tours are designed to showcase some of the best of what Florida has to offer and the official tours authorized by U.S. Travel Association IPW - Orlando 2015.

All Tours will begin Thursday, June 4 at 8:30 a.m. at the Orlando/Orange County Convention Center. The tours will conclude on Sunday, June 7 at 1:00 p.m. at one of the following airports which are denoted on each of the tours.

Jacksonville International Airport - JAX
Orlando International Airport - MCO

When planning your return flight, please note the airport you’ll be departing from and allow two hours for check in and to clear security.

The registration fee for the tour is $150.00 (U.S.), which includes ground transportation within Florida, accommodations, meals and activities. You are responsible for your incidentals. Each tour will require a minimum of ten participants pre-registered to operate. A maximum of 12 media professionals may participate in either tour. Please indicate your first and second choice in order of preference. Non-registered IPW - Orlando 2015 journalists will not be allowed to participate in the tours. Friends, spouses, children and/or family members are not able to participate. To ensure that you receive your first-choice tour, VISIT FLORIDA recommends that you make your selection as soon as possible. Registration forms will not be accepted without a credit card payment.

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