

## FREQUENTLY ASKED QUESTIONS:

### Why does Seminole County Convention and Visitors Bureau (CVB) need to change its branding?

- Often times, when Seminole County CVB staff communicate with potential visitors outside of the Central Florida region and encourage them plan their next event or vacation in Seminole County, CVB staff have found a significant amount of those potential visitors associate Seminole County with Seminole Hard Rock Casinos, the town of Seminole, Florida State University Seminoles, Tallahassee, or a variety of other inaccuracies. The Seminole County CVB branding should be easily identified and understood with regard to location.

### What research was conducted to support the tourism rebranding proposal?

- Seminole County conducted third-party research through Research Data, Inc. in 2014 and polled focus groups of Tallahassee meeting planners and Jacksonville leisure travelers.
- The results indicated confusion on our location, with little awareness of "Seminole County" as a place to visit. Focus groups were more familiar with Altamonte Springs / Lake Mary / Sanford, in other words, parts of Seminole County, but not the County as a whole region. Many of the participants referred to area as "North Orlando" or "Orlando North." Data collected was consistent with previous focus groups (2007) & Staff feedback.

### How will adding "Orlando North" to Seminole County CVB's message drive more web traffic to VisitSeminole.com?

- According to Visit Florida, 65% of the world use internet searches to find and book their vacations.
- Each month, on average, "Orlando" is searched 301,000 times around the globe. Whereas, "Seminole County" is only searched 9,900 times, and almost always in the U.S. (Source: Spyfu.com)

### Why do we need tourists in Seminole County?

- Tourism is essential to Seminole County's economic health and growth.
- Visitors spent over \$747 million in Seminole County in 2013. Based on visitor spending, that allowed for 9,950 jobs to be created as a result.

### How is tourism marketing funded in Seminole County?

- The Tourism Development Tax funds the tourism division and their marketing efforts. Revenue is levied from each hotel room night stay in Seminole County.

### What other counties in Florida operate tourism marketing organizations with names other than their respective counties in their branding?

- Orange County CVB does business as Visit Orlando and Osceola County CVB operates as Experience Kissimmee. Polk County CVB uses Visit Central Florida in their branding and messaging.
- Palm Coast and the Flagler Beaches, St. Pete/Clearwater, Marco Island/Naples/Everglades, and Tampa Bay are other County-funded tourism development programs who drop the County name to familiarize potential visitors with their region.
- Of over 50 county-funded tourism divisions in the state, nearly all of them operate under names other than their county's name.
- Seminole County CVB doesn't plan to drop the name "Seminole County" from tourism branding. The intent is to include "Orlando North - Seminole County" in messaging. The proposed logo has Orlando North in large letters with a northern pointing compass directional, and Seminole County displayed below.

### Are there other tourism marketing organizations outside of Florida that identify with nearby metropolitan areas?

- One of the largest convention and visitors bureaus in the world is in Clark County, Nevada, which is better known as the Las Vegas Convention and Visitors' Authority.

- Meet Chicago Northwest is a great example of a county-funded CVB which identifies with a major metropolitan area. According to their website, Meet Chicago Northwest (MCNW) is a non-profit, 501c6, destination marketing organization whose mission is to promote our service area of eight communities (Arlington Heights, Elk Grove Village, Itasca, Rolling Meadows, Roselle, Schaumburg, Streamwood, Wood Dale) for meetings, convention, sporting events, group tours, and leisure visits. MCNW concentrates on direct sales and marketing programs designed to promote this area in order to increase overnight hotel stays thereby enhancing the local economy through visitor spending.

### Where will Orlando North-Seminole County be displayed?

- The Orlando North-Seminole County logo will only identify tourism marketing collateral.
- Examples of where print ads run include Visit Florida's annual guidebook, and sports tournament guides. As you know, a steady flow of tournaments will help fund the new Seminole County Sports Complex, slated to open next year.
- Targeted web ads will focus on drivable markets 4-6 hours away.
- There is a restriction on placing any tourism advertising locally in Seminole County, with the exception of popular websites with area weather forecasts. Research has indicated that many visitors check the weather of an area before deciding upon their travel.
- VisitSeminole.com will maintain its content focusing on unique visitor experiences and eco-tourism focused activities, and will display the Orlando North logo.
- Locals will likely not even notice any sort of rebranding initiative launched by the tourism division.

### What will happen to the "Florida's Natural Choice" logo?

- Nothing - Seminole County isn't being renamed.
- We are not retiring our signature blue and green sailboat logo with "Florida's Natural Choice" tagline.
- County signs and County vehicles will not change.
- SeminoleCountyFL.gov will not change.
- Logos on County forms and publications will not change.
- Seminole County will continue to stand out from other areas in the region by being associated with an array of untouched, natural lands, exceptional parks, lengthy trails, A-rated schools, and low crime.

### Who developed the Orlando North - Seminole County branding initiative?

- Many local hotels, car dealerships, and businesses already use Orlando North or North Orlando in their names.
- The Tourism Development Council, comprised of hospitality industry leaders and elected officials, vetted several options with Paradise Advertising to arrive at Orlando North - Seminole County. Read more about TDC policies here: [Seminole County Administrative Code](#).

### How was Paradise Advertising selected to represent the Seminole County CVB?

- Paradise was selected through the competitive bid process.
- Paradise has several clients in the tourism destination promotion business. The firm is well-versed in the market.

### When will the "Orlando North - Seminole County" tourism rebranding be voted on?

- A vote is scheduled for Tuesday, June 23 to decide on the rebranding initiative. To reiterate, rebranding will be specific to tourism purposes.
- You can always watch Board of County Commission meetings live on SGTV, Channel 498 or streaming live on our website.