

From the President & CEO

VISITFLORIDA



Dear Industry Partners,

Over the last several weeks, while our state has faced the threat of COVID-19 head-on, VISIT FLORIDA has been busy working on your behalf by providing our tourism partners with helpful information and tools tailored for your business and Florida travelers. I have spoken with many of you personally and Florida's entire tourism industry should clearly understand - **we are here for you now and will be here for you when COVID-19 passes.**

I am confident that under the leadership of Governor DeSantis, and together with our economic development partners, Florida's tourism industry will recover from this difficult time as quickly as possible. Our industry is resilient and it is my belief that Florida is home to the best vacation experiences in the world. Right now, it is critical that you take the proper steps to keep yourself, your families and our travelers safe.

A few important recent updates:

Partnership Renewals

VISIT FLORIDA appreciates your partnership and the partnership of over 13,000 businesses and organizations throughout the state. Recognizing how challenging this current time is for your business, we are not invoicing for partnership or Welcome Center dues at this time.

Resources

We are continuously refreshing and updating our [travel safety](#) and [industry resources](#) to keep both Florida's traveling public and business community safe and informed.

Data Dashboard

To better understand and measure the impact of COVID-19 on Florida's tourism industry, VISIT FLORIDA has created a [data dashboard](#) to track key economic indicators and trends, including:

- Hotel demand
- Rental bookings
- Airline traffic
- Web traffic relating to vacation planning

Business Damage Assessment Survey

If you haven't already, we strongly encourage you to complete the [Business Damage Assessment Survey](#) to help the Florida Department of Economic Opportunity evaluate the economic impact of COVID-19 and implement relief programs for recovery.

FAU Hospitality and Tourism Management Online Certificate Program - Waived Costs and Fees

To assist industry professionals whose employment has been negatively impacted by COVID-19, Florida Atlantic University (FAU) is now offering its Hospitality and Tourism Management online certification program free of charge. To learn more or register, [click here](#). Registration deadline: April 7, 2020.

As always, if you have any questions, please reach out.

Sincerely,

Dana Young

President and CEO, VISIT FLORIDA