

# Economic Development

## Visit Natural North Florida (*The Original Florida Tourism Task Force*)

In many rural communities, tourism is often the primary source of economic development activity. Visit Natural North Florida (*The Original Florida Tourism Task Force*) marketed the 14-county Natural North Florida region by promoting the development of nature-based, culture-based and heritage-based tourism. Since 1993, the Council has provided staff support to The Original Florida Tourism Task Force to assist in implementing its annual marketing plan.



The Original Florida Tourism Task Force promoted the Natural North Florida region for nature-based, culture-based and heritage-based tourism activities such as kayaking opportunities.

Visit Natural North Florida is comprised of representatives from each of the participating counties, appointed by their respective board of county commissioners, to support and direct the regional tourism development effort. The Council continued to provide staff services to the Task Force in maintaining the VisitNaturalNorthFlorida.com website, coordinating consumer travel show participation and producing collateral materials to meet the goals of the regional marketing plan.

Visit Natural North Florida participated in both domestic and international consumer travel shows. Members actively engaged and provided collateral marketing material to thousands of show attendees.

Each county in the Natural North Florida region received exposure on the Visit Natural North Florida tourism website, [www.VisitNaturalNorthFlorida.com](http://www.VisitNaturalNorthFlorida.com). Potential visitors could find events and festivals, attractions, accommodations and trails. In addition, each member county received exposure in digital as well as print media advertising campaigns. These advertisements were viewed by millions of potential visitors.

**"The Council provided staff services to *The Original Florida Tourism Task Force* to promote the region for nature-based, culture-based and heritage-based tourism."**

Visit Natural North Florida members received scholarships to attend the Southeast Tourism Society Marketing College. Attendees were taught marketing techniques in all facets of the tourism industry and learned about the latest trends in tourism promotion.

Visit Natural North Florida maintained several different forms of print media, including fold-out map brochures that are distributed at the VISIT FLORIDA Welcome Centers, state-wide at American Automobile Association offices and at hundreds of private business locations along major highways in Florida and I-75 in Georgia.



The Original Florida Tourism Task Force promoted the Natural North Florida region for nature-based, culture-based and heritage-based tourism activities such as bicycling opportunities.