The EFTI Advisory Board contains world renowned industry professionals. Take a look at what they have been up to and their recent accomplishments.

Roland Loog wrapped up a program in collaboration with VISIT FLORIDA to Promote Rural Tourism in Natural North Florida.

With the help of many partners he was able to design and run a program with VISIT FLORIDA, North Central Florida Regional Planning Council and Natural North Florida (a regional group of tourism experts) to promote Rural Tourism in North Florida for VISIT FLORIDA.

Because VISIT FLORIDA understood the need to help this Regional Area of Opportunity (RAO - formerly Regional Area of Rural Economic Concern) to develop tourism around the unique niche markets they have, they were more than an enthusiastic partner. They designed our consumer show booth, produced our guides, paid rack space at the State Welcome Centers, reimbursed all travel and made it possible for us to receive a match grant from the Dept. of Economic Opportunity (DEO). This grant will go toward a new web-site and other marketing efforts geared toward driving traffic to our site.

The program, which is in its first year, has been extremely successful as more than 350,000 people came through these shows. Bookings have already been confirmed for the region.

Early estimates show:
- Almost 3,000 Florida State Parks Guides were distributed
- More than 10,000 regional guides given out
Updates from the Advisory Board

• Almost 3,000 transportation maps advertising our region handed directing to consumers
• Over 1,500 emails collected in person after talking about the area
• 2 theater style presentations were done at Canoecopia in Madison, Ws. to standing room only audiences. Members of that audience came over to our booth right after our presentation and booked 3 group kayak trips in the last month.

Click here to see the official press release from VISIT FLORIDA

Roy Ripak has been recognized for his service to the community

Mr. Ripak was recently awarded one of 12 Good Men in the city of Miami for charitable efforts for the American Diabetes Association, The Diabetes Research Institute, The Ronald McDonald House Charities and the Offerdahol Handoff Foundation.

He was also nominated to join the FBI Citizens Academy which will start in April and run for 8 weeks.
Updates from the Advisory Board

Jim McManemon has updates on behalf of the Florida Restaurant & Lodging Association (FRLA)

Mr. McManemon was FRLA’s 2014 Chairman of the Board. His final Chairman letter and FRLA’s Year in Review can be accessed on-line via this link.

The Florida Restaurant and Lodging Association released the Tourism Day Advisory Publication listing the 2015 Key Legislative Issues from the March 11th Tourism Day in Tallahassee, FL.

Upcoming meetings and conferences:
The EFTI Advisory Board Meeting will be held on Friday, May 8th in Fort Lauderdale, FL. More details to come.

The 2015 American Hotel and Lodging Association Legislative Summit will take place April 13-16 in Washington D.C. During this time the Florida Restaurant & Lodging Association will hold their Executive Meetings.

The Travel and Tourism Research Association’s (TTRA) International Conference in Portland, Oregon will take place June 15-17th.