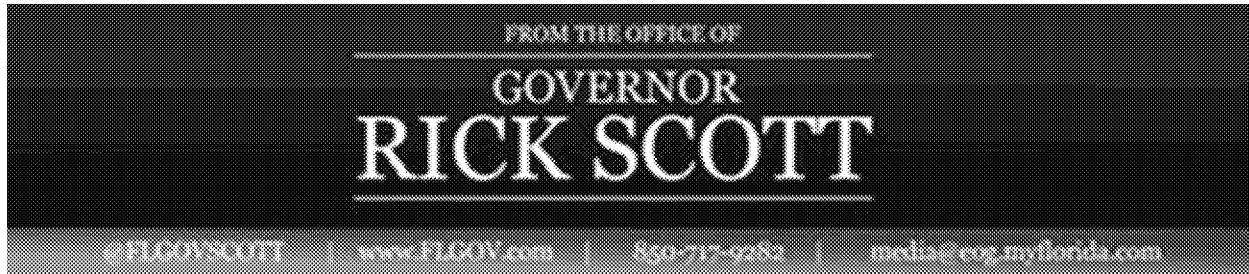


From: Governor's Press Office [Governor'sPressOffice@eog.myflorida.com]
Sent: 11/1/2017 2:25:15 PM
Subject: Gov. Rick Scott Announces Canadian Power Play Program to Attract Canadian Visitors to Florida



FOR IMMEDIATE RELEASE
November 1, 2017

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Gov. Rick Scott Announces Canadian Power Play Program to Attract Canadian Visitors to Florida

TORONTO, Canada – Today, Governor Rick Scott announced the kick-off of the new Canadian Power Play Program, which aims to attract more Canadian visitors to Florida by making it more affordable for Canadian families to travel to the state. Package travel deals from VISIT FLORIDA partners with discounts of 20 percent will be available to Canadian travelers through the program. This follows the decline of Canadian visitation to Florida in recent years and directly addresses concerns from Canadian families regarding the current exchange rate between the U.S. and Canada. Twenty-six Florida businesses and tourism partners will be participating in the Canadian Power Play Program. Travel deals will be available for Canadians at LoveFlorida.ca. Governor Scott made the announcement with VISIT FLORIDA in Toronto as part of his ongoing tourism and trade mission to Canada.

Governor Scott said, "I'm proud to announce the Canadian Power Play Program, which will help make it more affordable for Canadians to travel to Florida. With discounts on flights, car rentals and travel accommodations, more Canadians will be able to enjoy all the Sunshine State has to offer. As Florida's number one international tourist market, Canada is so important to Florida's tourism industry and the 1.4 million jobs it supports for families across our state. We will keep working every day to attract 120 million visitors this year and make Florida the number one global destination."

Discounts from Florida businesses and tourism partners include:

- Air Canada
- Air Canada Vacations
- An Owners Dream Management
- Beachwalk Resort
- Beacon South Beach Hotel
- Blue Heron Beach Resort
- Caprice Resort
- Coca-Cola Orlando Eye

- DoubleTree Orlando at SeaWorld
- Emerald Grande
- Florida Citrus Sports
- Hampton Inn Panama City Beach
- HCV Orange Lake Resort
- Hertz/Dollar Car Rental
- Madeira Bay Resort by TRS
- Magic Village Resort
- Marenas Beach Resort
- Residence Inn Miami Aventura
- ResortQuest by Wyndham Vacation Rentals
- Sailport Waterfront Suites
- Sandestin Golf and BeachResort
- Sundial Beach Resort & Spa
- Suwannee River Hideaway Campground
- The Don Cesar Hotel
- TreeUmph! Adventure Course
- Xtreme Action Park

Canada remains Florida's number one international market, with 3.3 million Canadians traveling to Florida in 2016, which accounts for 23 percent of Florida's international visitors. In total, Canadian visitors spent \$3.6 billion in Florida in 2016. The announcement of the Canadian Power Play Program comes during VISIT FLORIDA's ongoing Canadian Power Play marketing campaign and the time many Canadian travelers begin planning for upcoming tourism, with 40 percent of Florida's Canadian visitors traveling in the winter months of January through March.

VISIT FLORIDA President & CEO Ken Lawson said, "Canada is Florida's top international market, and we are doubling down on our efforts to bring more Canadians to the Sunshine State with our new Canadian Power Play Program. By allowing Canadian consumers to take advantage of discounts from our great partners, we are making it easier than ever for them to book a trip to Florida. With our Canadian Power Play Program, Florida Day in Toronto and our Canadian Power Play marketing campaign this week, we are showing Canada why Florida is the best place in the world to travel."

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VISIT FLORIDA: As the Sunshine State's No. 1 industry, tourism was responsible for welcoming 112.4 million visitors in 2016. Based on the latest economic impact study, Florida visitors spent \$108.8 billion and supported 1.4 million Florida jobs. According to the Office of Economic and Demographic Research, for every \$1 the state invests in VISIT FLORIDA – the official tourism marketing corporation for the State of Florida – \$3.20 in tax revenue is generated. VISIT FLORIDA promotes tourism to Florida through sales, advertising, promotions, public relations and visitor services programs. As a public/private partnership, VISIT FLORIDA serves more than 12,000 tourism industry businesses, including major strategic alliance partnerships with Busch Gardens Tampa, Disney Destinations, The Hertz Corporation, LEGOLAND Florida Resort, SeaWorld Parks & Resorts Orlando, Simon Shopping Destinations and Universal Orlando Resort. To learn more about VISIT FLORIDA, please go to VISITFLORIDA.org or follow us on our industry social media channels: SunshineMatters.org, [Facebook](https://www.facebook.com/SunshineMatters) and [Twitter @FloridaTourism](https://twitter.com/FloridaTourism).

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