



FOR IMMEDIATE RELEASE

October 2020

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Adam Thomas of Experience Florida's Sports Coast becomes Chairman of the Board of Destinations Florida

Tallahassee, FL – Destinations Florida is proud to announce Adam Thomas as Chairman of the Board.

Mr. Thomas is the Tourism Director for Experience Florida's Sports Coast. He has served many positions on the board of directors since October 2017 including CEO Director, Treasurer, and Vice Chair.

"This is a well-deserved recognition of the many valuable contributions Adam has made to our organization," said Jacqueline L. Johnson, past chairman of the Destinations Florida board of directors and executive director of the Lakeland Convention & Visitor Bureau. "He has a unique perspective of the tourism industry that provides a tremendous advantage. This knowledge, combined with his keen leadership skills, will help position the association for continued positive growth into the future."

Destinations Florida serves as the single unifying voice for all of Florida's destination marketing organizations, providing insight and direction as we face new challenges marked by an increasingly competitive tourism marketplace. Organized in 1996, Destinations Florida strives to increase the overall effectiveness of Florida DMOs' destination marketing efforts. Its stated mission is to provide cooperative action to enhance and encourage the growth of Florida's destination marketing organizations through promoting tourism industry education, enhancing professionalism, facilitating the exchange of information between Florida DMOs, developing an awareness of legislative issues and unifying the state's DMO industry through public relations.

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