

Experience Florida's Sports Coast wins Sports ETA's 2019 "Destination Branding & Marketing Campaign of the Year, Population over 500,000" Award

Cincinnati (October 30, 2020) - Experience Florida's Sports Coast was honored with the Sports ETA's 2019 "Destination Branding & Marketing Campaign of the Year, Population over 500,000" Award.

This award is given to a Destination member with the most outstanding comprehensive marketing campaign for its organization during the 2019 calendar year. This can include a variety of types of marketing: print ads, newsletters, email blasts, digital marketing, press releases, media coverage or any other promotional program. The campaign should promote the sports destination.

To update their brand and grow awareness of its destination, Pasco County chose to rebrand as Experience Florida's Sports Coast. The new name and campaign showcase not only sport tourism activities, but consumer experiences in the area. The campaign included a new innovative website, which gives viewers a look at the state-of-the-art facilities, winning attractions and experiences that can be enjoyed in Pasco County.

"We are extremely honored and grateful to even be included in the conversation for a branding and marketing award from Sports ETA," said Adam Thomas, Tourism Director at Experience Florida's Sports Coast. "The Florida's Sports Coast team has been working hard on promoting the destination and really creating that brand awareness in the marketplace for our visitors."

The 28th annual Sports ETA Symposium was cancelled earlier this year due to the COVID-19 Pandemic. The 2019 award winners will also be recognized at next year's Symposium from April 26-29 in Birmingham, Alabama.

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About Sports ETA

As the only trade association for the sports events and tourism industry, Sports ETA is the most trusted resource for sports commissions, destination marketing organizations (DMOs), and sports event owners. Sports ETA is committed to the success of more than 850 member organizations and 2,400 sports event professionals. Our promise is to deliver quality education, ample networking opportunities and exceptional event management and marketing know-how to our members, and to protect the integrity of the sports events and tourism industry. For more information, visit sportseta.org.