

**FOR IMMEDIATE RELEASE**  
**June 8, 2016**

## ***Pasco County Tourism Manager to chair 'Visit Florida' committee*** ***~~Reappointed to Marketing Council Steering Committee, as well~~***

**PASCO COUNTY, FL** ---- *Visit Pasco* Tourism Manager Ed Caum has been selected to Chair *Visit Florida's* 'Cultural, Heritage, Rural and Nature Committee' (CHRN). He has been on the CHRN committee for three years, working with *Visit Florida* to develop and promote the growing segments of nature-based tourism, cultural, heritage and rural tourism to increase Florida visitors and to promote extended stays for greater economic benefit and quality of life for all areas of the state. One of Caum's main focuses is on the Farm-to-Table movement, which is taking root in Pasco.

"Pasco is the epitome of outdoor experiences in Florida, and this committee continues to develop a long-range marketing plan to promote those features to bring tourists to Florida from around the world," said Caum. "We are on our way to a record year of bed tax collections because of our marketing efforts and for the first time, we are on track to raise over \$1 million."

Caum has also been reappointed to serve on *Visit Florida's* 'Marketing Council Steering Committee' (MCSC). The purpose of the MCSC structure is to maximize strategic input from the Florida tourism industry toward fulfilling *Visit Florida's* commitment to being 'industry-led.' The committee consists of the chair and vice-chair of six discipline-based committees, including Advertising/Internet; Communications; Cultural, Heritage, Rural and Nature; International; Promotions; and Meetings & Travel Trade.

The *Visit Florida* committees are volunteer positions. Caum has been serving in his position with Pasco County for three years and was previously *Visit Pasco's* Communications and Marketing Specialist.

*Visit Pasco's* mission is to create a tourist experience and invite visitors from around the region, country and world to enjoy the natural charm offered in this part of the Nature Coast. *Visit Florida* is the state's official tourism marketing corporation and serves as Florida's official source for travel planning to visitors throughout the world. *Visit Florida* is not a government agency, but rather a not-for-profit corporation created as a public/private partnership by the Florida Legislature in 1996.