



Tourism Day 2023

March 21, 2023

5:30 pm – 6:30 pm

FRLA Cocktail Reception -Closed Event (Invite Only)

[Andrew's Downtown Outdoor Patio](#)

228 S Adams St, Tallahassee, FL 32301

March 22, 2023

7:30 am - 9:00 am

FRLA Registration Open

[Eve on Adams](#)

101 S Adams St, Tallahassee, FL 32301

7:30 am – 9:30 am

FRLA member breakfast and meeting – Eve on Adams, Doubletree Hotel

Special Guest Speakers:

- James Uthmeier, Chief of Staff, Governor Ron DeSantis

[Eve on Adams](#)

101 S Adams St, Floor 17, Tallahassee, FL 32301

10:00 am – 10:30 am

FRLA Registration Open – Turnbull – Floor 1 Lobby

(Note: Registration desk will re-open from 10 – 10:30 am at Turnbull for guests who could not attend breakfast)

[Florida State Augustus B. Turnbull Conference Center](#)

555 W Pensacola St, Tallahassee, FL 32306

10:30 am – 1:00 pm

Florida Tourism Day Briefing/Lunch – Room 108

Special Guest Speakers:

- Florida Chief Financial Officer, Jimmy Patronis
- VISIT Florida President/CEO, Dana Young
- DPBR Secretary, Melanie Griffin
- Florida Attorney General, Ashley Moody
- Commissioner of Agriculture Wilton Simpson (Invited)

[Florida State Augustus B. Turnbull Conference Center](#)

555 W Pensacola St, Tallahassee, FL 32306

1:30 pm – 5:00 pm

Legislative appointments at Capitol

[Florida State Capitol](#)

400 S Monroe St, Tallahassee, FL 32399

5:00 pm – 8:00 pm

Florida Tourism Day Reception

Special Guest Speakers:

- Senate President Kathleen Passidomo (Invited)
- Representative Danny Perez (Invited)
- Representative Josie Tomkow (Invited)

[Florida Restaurant & Lodging Association](#)

230 South Adams Street, Tallahassee, FL 32301