

PRESS RELEASE

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Jackson County TDC Executive Director Selected to Serve on VISIT FLORIDA Industry Services Committee

JACKSON COUNTY, FL – Jackson County Tourist Development Council Executive Director Kelsi Jackson has been selected to serve on VISIT FLORIDA’s Industry Services Committee for Fiscal Year 2026-27, providing an opportunity for Jackson County’s rural tourism perspective to be represented in statewide industry discussions.

VISIT FLORIDA, the state’s official tourism marketing corporation, is developing a new strategic plan to help guide its work with Florida’s tourism industry. As part of that process, the Industry Services Committee will serve as a steering committee, providing industry insight and helping ensure input is gathered from tourism stakeholders representing communities and destinations throughout the state.

Committee members will help guide statewide outreach efforts, including industry surveys, regional work sessions and other opportunities for tourism stakeholders to provide input. The committee will also assist in prioritizing strategic objectives and informing VISIT FLORIDA’s role in future tourism initiatives and opportunities.

For Jackson, the appointment provides an opportunity to contribute experience gained from promoting a rural Northwest Florida destination and to help ensure communities beyond Florida’s traditionally recognized coastal and metropolitan tourism markets are part of the broader statewide conversation.

“I am excited for the opportunity to bring rural Florida’s voice to the table as Visit Florida develops its next strategic plan. Visit Florida has done a tremendous job recognizing that some of our state’s most special experiences can be found beyond our traditional tourism destinations, including the hidden gems within our rural communities. I look forward to contributing that perspective, learning from tourism leaders across the state, and helping ensure Florida’s diverse destinations and tourism partners are represented as we shape the future of tourism in Florida.”

As part of its work, the Industry Services Committee will collaborate with VISIT FLORIDA staff to help design and recruit participation for statewide input sessions, with an emphasis on hearing from stakeholders representing the many different areas and segments of Florida’s tourism industry.

Jackson serves as Executive Director of the Jackson County Tourist Development Council, working alongside TDC Program Manager Chastity Sheffield and Events Coordinator Jourdan Wesley. Together, the TDC team, along with community partners, promotes Jackson County as a visitor destination, highlighting the area's natural resources, outdoor recreation, history, events and the unique character of rural Northwest Florida.

Jackson's participation on the committee will allow experiences and perspectives gained through the TDC team's work in Jackson County to contribute to the statewide planning process. It also creates an opportunity to bring information, ideas and industry insight from tourism partners across Florida back to the County's local tourism efforts.

About the Jackson County Tourist Development Council

The Jackson County Tourist Development Council works to promote Jackson County as a visitor destination and support tourism as an economic driver for the community. Funded through the Tourist Development Tax collected from overnight visitors, the TDC markets Jackson County's natural attractions, outdoor recreation, history, events and hospitality offerings to visitors from throughout Florida and beyond.

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