

2026-27 OFFICIAL FLORIDA WELCOME CENTER PROMOTIONAL LOBBY SPACE POLICY & GUIDELINES



PROGRAM DESCRIPTION AND BACKGROUND

With more than 2.7 million tourists stopping in each year, our Official Florida Welcome Centers provide an exclusive, unbeatable opportunity for VISIT FLORIDA® Marketing Partners to reach visitors directly as they arrive. The Lobby Display Program allows Marketing Partners to participate in a designated booth in our three highway Welcome Center lobbies, where they can distribute literature, giveaways and promote their business face-to-face. Open only to VISIT FLORIDA Marketing Partners, the program is available in up to seven-day increments, on a first-come first-served basis. There is no additional Partner fee to participate in this program. Reservations may be made for six months in advance. Since the space available in each center varies, you must contact each center directly regarding the specifications for each promotional area.

POLICIES & GUIDELINES

- > Promotional lobby space is only available to Marketing Partners of VISIT FLORIDA.
- > The Promotional Lobby Space will be available for periods of up to one week per month, per Welcome Center. All space will be reserved on a first-come, first-served basis.
- > The Welcome Center staff shall approve any promotional literature or material to be distributed. The organization must be a VISIT FLORIDA Marketing Partner.
- > It is the responsibility of each participant to contact the center they have reserved lobby space in at least twenty-four hours in advance to confirm the dates.
- > As space allows, two participants may use a Welcome Center on the same dates. Any conflicts are to be directed to the administrative offices and may result in the suspension of participation in the Welcome Center programs.
- > The Welcome Center staff cannot work for any outside organization to perform promotional tasks.
- > All promotional materials must be removed from the lobby space no later than 5pm on the day you leave the center. There will be no unmanned displays allowed.
- > The Welcome Center staff will dispose of any promotional materials left in the Welcome Center after the promotional period.
- > The Office of Visitor Services staff asks that each industry member show consideration and cooperation with other travel industry members using the Welcome Center facilities.

TO PARTICIPATE IN THIS PROGRAM:

- > Please review the 2026-27 Official Florida Welcome Centers Promotional Lobby Space Policies & Procedures located above.
- > Contact the preferred Welcome Center directly to verify date & space availability. (Official Florida Welcome Center contact information is located below)

AVAILABLE OFFICIAL FLORIDA WELCOME CENTER LOCATIONS

FLORIDA WELCOME CENTER (I-10)

501 SR 8, I-10 East
Pensacola, Florida 32526
(850) 944-0442

Grady Earnheart, Manager
gearheart@VISITFLORIDA.org

Rebecca Adams, Assistant Manager
radams@visitflorida.org

FLORIDA WELCOME CENTER (I-75) Joseph O. Striska Official Florida Welcome Center

1247 Interstate 75 South
Jennings, Florida 32053
(386) 938-2981

Kelley O'Rourke, Manager
korourke@visitflorida.org

Questions?

Contact VISIT FLORIDA at (850) 488-5607 or welcomecenter@VISITFLORIDA.org.