

Lodging

PARTNER BENEFITS



Market your brand, attract more visitors, and boost revenue through unique exposure in Partnership with the Official Tourism Marketing Corporation for the State of Florida. Lodging Partners receive the following core benefits:

ONLINE & PRINT EXPOSURE

- > **Enhanced Web Listing** on VISIT FLORIDA's global consumer website VISITFLORIDA.com with priority search placement and the ability to upload 12 images, 1 video, 5 deals and up to 20 special events. Your listing information will also display on the **VISIT FLORIDA Trip Planner App**.
- > **Printed Business Listing** in the *Official Florida Vacation Guide* (more than 400,000 print and digital copies).
- > Submit posts for consideration to be featured on **VISIT FLORIDA's consumer-facing social media** pages.
- > Opportunity to participate in seasonal **Online Travel Agent (OTA) Campaigns**.
- > Receive added-value and save a minimum of 25 percent on a variety of advertising **Co-op Programs** throughout the year.
- > Promote a **Partner-to-Partner Special** on VISITFLORIDA.org.

PR & PROMOTIONS

- > Apply to participate in a **Promotions Program**, where you can provide comp room nights in exchange for media exposure in key markets.
- > Attend a **Media Reception** or **Mission**.
- > Offer your business services for **Press Trip** and **FAM Tour** opportunities in your area.
- > Submit **news releases** for consideration to be posted on our media site.
- > Access and respond to **editorial leads** throughout the year.

RESEARCH

- > Access to **VISIT FLORIDA Research** (such as visitor profiles, trends and international data, **regional STR Reports**, etc.).
- > Access to the **Data Dashboard**, an interactive tool that offers high level destination performance, recovery data, location analysis, international arrivals, and lodging performance.
- > Free subscription to **Skift Research Reports**.

WELCOME CENTER PROGRAMS

- > Participate in the **Promotional Lobby Booth Program** in the three highway Official Florida Welcome Centers.
- > Discounted rates on brochure distribution, transparency display, and other **Welcome Center Programs**.

MEETINGS & CONVENTIONS / TRAVEL TRADE

- > Complimentary listing on **Northstar Meetings Group Find Event Venue** and 5 percent discount off of Northstar Meetings Group Events.
- > **Trade Show & Sales Mission** opportunities.
- > Discounted registration to attend VISIT FLORIDA's signature meeting planner and tour operator events, **Florida Encounter** and **Florida Huddle**.

EDUCATION, TRAINING, & RESOURCES

- > Download **High-Quality Images** from the Image Library and use the VISIT FLORIDA **Partner Logo** to show your affiliation.
- > Access to the **VISIT FLORIDA Learning Academy** featuring over 100 articles on various digital marketing topics, including Google My Business.
- > Access to educational webinars on marketing topics and trends via the **Learning Library**.
- > Access to valuable marketing resources in the **Small Business Marketing Toolkit**.
- > Discount to attend the **Florida Governor's Conference on Tourism**, VISIT FLORIDA's signature annual networking and educational event for tourism professionals across the state.
- > Order free, bulk shipments of Transportation Maps and Vacation Guides.
- > One-on-one access to a dedicated **Partnership Manager** based in your region.

ANNUAL INVESTMENT FOR LODGING PARTNERS

NUMBER OF HOTEL ROOMS/ VACATION RENTAL UNITS	ANNUAL INVESTMENT
0-49	\$475
50-99	\$750
100-249	\$1,500
250-499	\$2,500
500+	\$3,500