

VISIT **FLORIDA**<sup>®</sup>

# LODGING PARTNERSHIPS

Florida Shines Brightest  
When We Shine Together



# SHINE BRIGHTER WITH A LODGING PARTNERSHIP



**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

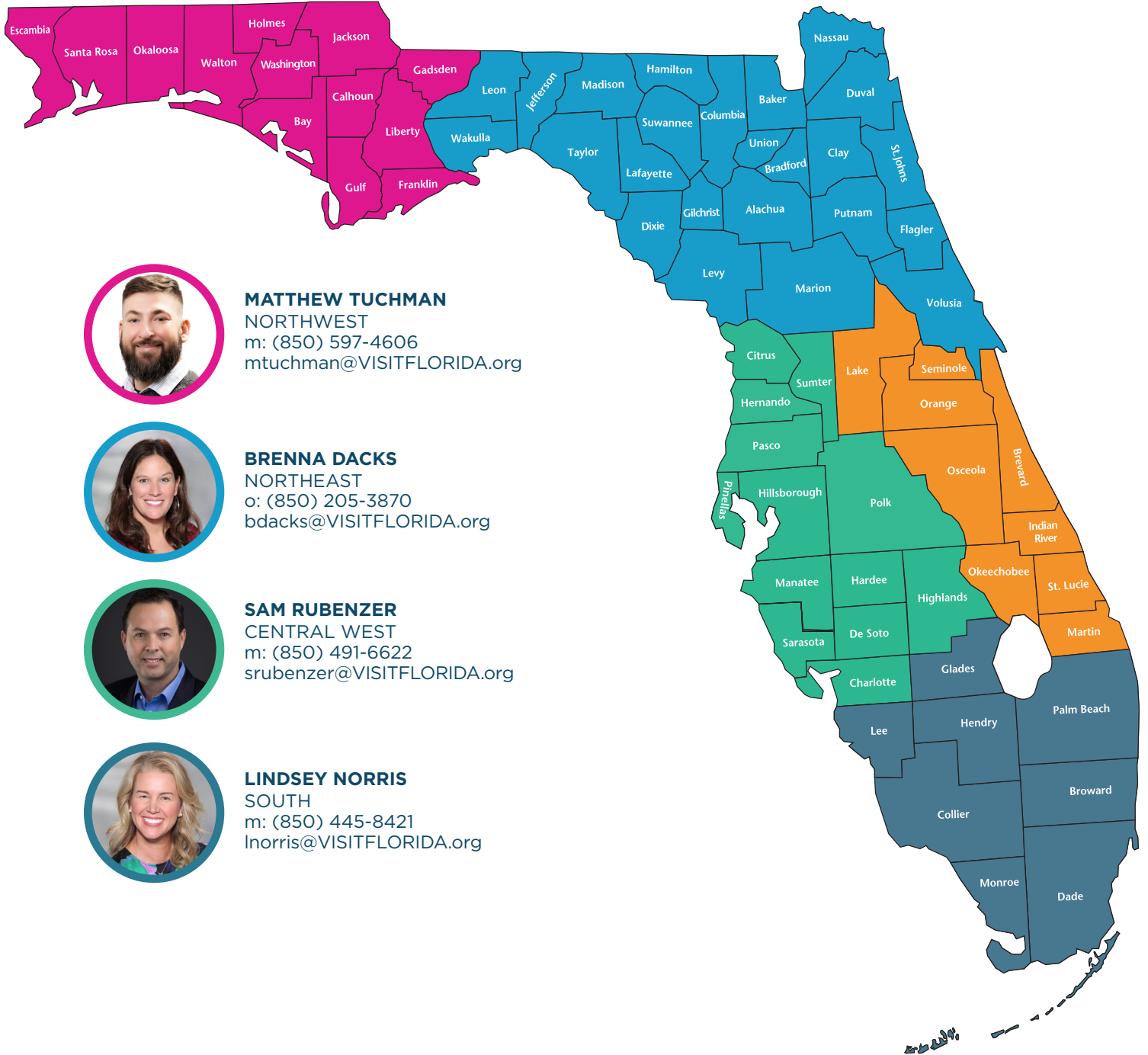
- Complimentary listing on Northstar Meetings Group Find Event Venue and 5 percent discount off of Northstar Meetings Group Events.
- Trade Show & Sales Mission opportunities.
- Discounted registration to attend VISIT FLORIDA's signature meeting planner and tour operator events, Florida Encounter and Florida Huddle.
- Utilize Cover Your Event Insurance as a sales tool to install confidence in meeting planners that are considering booking events during hurricane season.

## 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

# Regional Partnership Managers



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Contact your Regional Partnership Manager to explore VISIT FLORIDA Partnership and sales programs.

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