



PARTNERSHIP BENEFITS



BECOME A VISIT FLORIDA MARKETING PARTNER



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**. Marketing Partners receive the following **core benefits (OVER \$60K IN VALUE)**:

Business listing in the *Official Florida Vacation Guide*
Distribution: 500,000 copies (print & digital)
(\$5,000 VALUE)

Enhanced Web Listing on **VISITFLORIDA.com**.
Additional exposure on FloridaMeetings.com,
if eligible **(\$365 VALUE)**

Participate in VISIT FLORIDA's **Online Hospitality Training Program**
for front-line employees
(\$1,500 VALUE)

Access to valuable resources in our new **Small Business Marketing Toolkit**. Receive exclusive access to 30+ marketing, advertising and PR resources **(\$1,000 VALUE)**

Participate in **lobby booth display** in the Official Florida Highway Welcome Centers and receive discounts on brochure distribution
(\$160 VALUE)





Access to **VISIT FLORIDA research** (visitor profiles, trends and international data) and a **free subscription to Skift's research reports (\$50,000 VALUE)**

Ability to promote **Partner-to-Partner specials** and discounts on VISITFLORIDA.org **(\$720 VALUE)**

Submit posts for consideration on VISIT FLORIDA's **consumer-facing social media pages (\$1,000 VALUE)**

Access to **educational webinars** on marketing topics and trends **(\$1,200 VALUE)**

Download pictures from VISIT FLORIDA's **image library** for marketing purposes, as well as use the **VISIT FLORIDA Partner logo** to show your affiliation **(\$1,000 VALUE)**

**TWO LEVELS TO JOIN:
PREMIER (\$1,500/YEAR) OR SMALL BUSINESS* (\$395/YEAR)**

**For Small Business Partner eligibility, your gross revenue may not exceed \$1.25 million per year, or your business must be a 501(C)(3) under IRS guidelines.*

ENROLL TODAY AT VISITFLORIDA.ORG/JOIN

MAXIMIZE YOUR MARKETING PARTNERSHIP BY TAKING ADVANTAGE OF UNIQUE VISIT FLORIDA PROGRAMS:

- Apply for a tourism marketing grant to promote your business or destination
- Leverage discounted co-op advertising opportunities, including broadcast, print, and digital (discounts of up to 25% off published rates)
- Participate in domestic and international sales programs and events
- Receive a discount to attend the Florida Governor’s Conference on Tourism
- Share your press releases and attend PR media events

Learn more about these and many other opportunities at VISITFLORIDA.org

WEB LISTING LEVELS (NON-PARTNER)

Only looking for exposure on VISITFLORIDA.com?

There are two web listing levels you can choose from – Free or Enhanced* (\$365/yr).

Below is a list of features included with each:

	Free	Enhanced* \$365/year
Business contact information, business description, one photo and link to your business website	✓	✓
Priority search result placement		✓
Ability to upload up to 12 images, 1 video, 5 deals and an unlimited number of events to your listing		✓
Links to your social media pages: Facebook, Google+, Instagram, Pinterest, Twitter, and YouTube		✓
Listing on FloridaMeetings.com, if eligible		✓
Complimentary participation in Florida Vacation Auction		✓

* An Enhanced Web Listing is included with a Marketing Partnership.

EXPLORE THE DIFFERENT WAYS YOUR BUSINESS CAN BENEFIT FROM A VISIT FLORIDA MARKETING PARTNERSHIP



PLACES TO STAY

Post your property's deals & events on VISITFLORIDA.com to attract guests

Include your property in a prize package for a consumer promotion

Attend Florida Encounter to increase group business at your property



PLACES TO EAT & DRINK

Include gift certificates in a prize package for a consumer promotion

Post restaurant discounts & special events on VISITFLORIDA.com to attract guests

Post a cooking demo video on your VISITFLORIDA.com listing

Advertise in VISIT FLORIDA culinary co-op publications, websites, and more



PLACES TO PLAY

Work with VISIT FLORIDA's PR team to promote your attraction

Post deals and events on VISITFLORIDA.com to attract guests

Interact with visitors at the Official Florida Welcome Centers via festivals & themed months. You can bring giveaways and characters, too!

Submit a photo for consideration of your new attraction or exhibit on VISIT FLORIDA's social media pages to inspire visitors



VISITOR SERVICES

Leverage discounted advertising co-ops

Provide free Online Hospitality Training for your local businesses

Discounted rates on "Own a Welcome Center" programs

CONTACT US TO EXPLORE PARTNERSHIP & MARKETING OPPORTUNITIES



ENROLL TODAY AT VISITFLORIDA.org/join
Email us at partner@VISITFLORIDA.org

 facebook.com/floridatourism

 twitter.com/floridatourism