

An underwater photograph of two manatees swimming in clear, blue water. The larger manatee is in the foreground, and a smaller one is behind it. Sunlight filters through the water from the top left, creating a bright, hazy area. The background shows some green aquatic plants.

VISIT FLORIDA
Partnership
Benefits



VISITFLORIDA®

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**):

- 1.** A business listing in the **Official Florida Vacation Guide (\$5,000 value)**
Distribution: 500,000 copies
- 2.** An **Enhanced Web Listing** on VISITFLORIDA.com.
Additional exposure on FloridaMeetings.com, if eligible (**\$365 value**)
- 3.** Participate in VISIT FLORIDA's **Online Hospitality Training Program** for front-line employees (**\$1,500 value**)



- 4.** Download **sales contacts** for meeting planners, travel agents and tour operators who attend VISIT FLORIDA's domestic events (**\$1,000 value**)

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



6. Access to **VISIT FLORIDA research** (visitor profiles, trends and international data) and **free subscription to Travel Smart News** daily ebriefings **(\$50,000 value)**

7. Ability to promote **Partner-to-Partner specials** and discounts on industry website and newsletter **(\$720 value)**

8. Posts on VISIT FLORIDA's **consumer-facing domestic and international social media pages** **(\$1,000 value)**

9. Access to **free webinars** & **“How To” marketing guides** **(\$1,200 value)**



10. 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)**

Join at the Premier (\$1,500/year) or Small Business* (\$395/year) level.

**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](https://www.visitflorida.org/join).

Maximize your Marketing Partnership by taking advantage of unique VISIT FLORIDA programs:

- Apply for a VISIT FLORIDA marketing grant to promote your business or destination
- Book 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 meeting planner 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/planner

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 and events on VISITFLORIDA.com to attract guests
- Include your property in a prize package for a consumer promotion
- Attend special meeting planner events to drive bookings at your property



Places to Eat & Drink

- Include gift certificates in a prize package for a consumer promotion
- Post restaurant discounts and special events on VISITFLORIDA.com to attract guests
- Post cooking demo videos on your VISITFLORIDA.com listing
- Advertise in VISIT FLORIDA culinary co-op publications, such as *Bon Appetit & Food Network Magazine*



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 and themed months. You can bring giveaways and characters, too!
- Submit a photo of your new attraction or exhibit on VISIT FLORIDA's social media pages to inspire visitors



Visitor Services

- Post your city's events on VISITFLORIDA.com
- Take advantage of special rural county opportunities, including marketing grants
- Enroll your visitor service facility in VISIT FLORIDA's Certified Tourism Information Center Program
- Provide free Online Hospitality Training for your local businesses



"As a small DMO my budget dollars are very limited; that's why I take advantage of as many VISIT FLORIDA cooperative opportunities as possible. Partnering with VISIT FLORIDA allows me to amplify my marketing dollars and participate in campaigns that I would ordinarily not be able to take part in."

– Carol McQueen, Executive Director, Levy County Visitors Bureau



"With VISIT FLORIDA it makes it so easy and so engaging to be able to understand how they can take our investments and stretch our dollars, not only on the state level, but on the national level and international level."

– Matt Tuchman, Marketing & Sales Manager, Medieval Times Dinner & Tournament

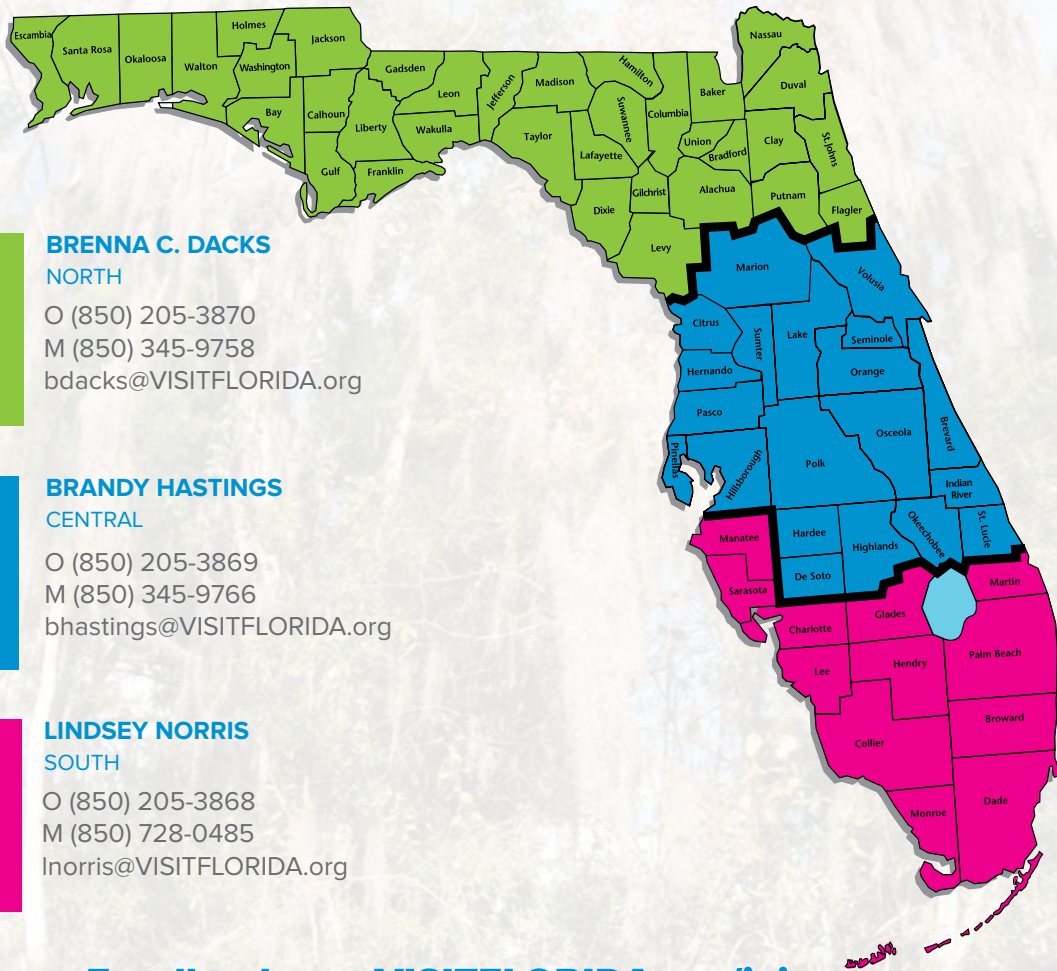


"VISIT FLORIDA provides training, luncheons and webinars so you can learn a little bit more about the market. My local contact came to my property to meet with me, and she really helped us understand what VISIT FLORIDA does and how important it is for us to partner with them....We feel like they're part of our team."

– Benjamin Caban, Director of Sales & Marketing, Beachwalk Resort

View more Partner testimonials at [VISITFLORIDA.org/join](https://www.visitflorida.org/join)

Contact your Regional Partnership Manager to explore VISIT FLORIDA Partnership and activate your benefits.



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