

2022 WINNERS



Creativity in Public Relations

- > **Bronze:** Green Gables at the Historic Riverview Village for “Wash Your Hands”
- > **Silver:** Discover The Palm Beaches for the Discover the Palm Beaches Brand Campaign Launch
- > **Henry:** Fort Myers – Islands, Beaches and Neighborhoods for “Sanibel Island Shines on Southern Living’s “The South’s Best” Issue with Cover Feature and Placement
- > **Henry:** St. Pete-Clearwater International Airport for the St. Pete-Clearwater International Airport Super Bowl® LV Activation

Direct Marketing

- > **Bronze:** Visit Panama City Beach for the “Real. Fun. Beach.” E-Newsletter
- > **Silver:** The Amelia Island Convention & Visitors Bureau for the Amelia Island New York Times Great Getaways Emails
- > **Henry:** Fort Myers – Islands, Beaches and Neighborhoods for the Facebook Welcome Email Series

Internet Advertising

- > **Bronze:** Discover Crystal River Florida for the “Book Midweek & Save” Digital Campaign
- > **Silver:** Visit Panama City Beach for the Visit Panama City Beach Happy Thanks Beaching Holiday Campaign
- > **Henry:** The Florida Keys & Key West for The Florida Keys Destination Content Module

Mixed Media Campaign

- > **Bronze:** Visit Lauderdale for “Welcome”
- > **Silver:** The Franklin County Tourist Development Council for the Florida’s Forgotten Coast “The Florida You Remember” Campaign
- > **Henry:** Destin-Fort Walton Beach Tourism for “Little Adventures”

Mobile Marketing

- > **Bronze:** Visit Sarasota County for the Beach Pass Mobile App Program
- > **Silver:** Visit Tampa Bay for “Bay Crafted”
- > **Henry:** The Amelia Island Convention & Visitors Bureau for the Amelia Island Instant Experience Travel Guides

Niche Marketing

- > **Bronze:** The Alligator & Wildlife Discovery Center for “Discover Where There is More to Explore”
- > **Silver:** Visit Lauderdale for the LGBT+ Campaign
- > **Henry:** Visit Tampa Bay for “Florida’s Most Accessible Destination”

Out-of-Home

- > **Bronze:** The Amelia Island Convention & Visitors Bureau for the Amelia Island Welcome Center Displays
- > **Silver:** The Florida Keys & Key West for The Florida Keys Out-of-Home Campaign
- > **Henry:** Destin-Fort Walton Beach Tourism for “Little Adventures”

Print Advertising

- > **Bronze:** The Florida Keys & Key West for The Florida Keys Print Campaign
- > **Silver:** Destin-Fort Walton Beach Tourism for “Little Adventures”
- > **Henry:** Visit Lauderdale for “Welcome”

Radio Advertising

- > **Silver:** The Space Coast Office of Tourism for “On The Space Coast” Radio Advertising
- > **Henry:** The Florida Keys & Key West for The Florida Keys Radio Campaign

Resource/Promotional Material – Consumer

- > **Bronze:** Visit St. Pete/Clearwater for the Gulf to Bay Destination Magazine
- > **Silver:** The Cultural Council for Palm Beach County for the Art&Culture Magazine: A Story-Forward Resource for Cultural Tourists Visiting The Palm Beaches
- > **Henry:** Anna Maria Island Wedding Association for the Anna Maria Wedding Magazine

Resource/Promotional Material – Trade

- > **Silver:** Visit Panama City Beach for the “Real. Fun. Beach.” Vacation Guide
- > **Henry:** The Amelia Island Convention & Visitors Bureau for the Amelia Island Meetings Brochure

Rural County Marketing

- > **Bronze:** The Franklin County Tourist Development Council for the “Forgotten Coast Like a Local” Series
- > **Silver:** The Gulf County Tourist Development Council for “Creating Locals By Association” and “Local Legends”
- > **Henry:** Visit Sebring for the Marketing & Recruitment Campaign for Sporting Events

Social Media Marketing

- > **Bronze:** Visit Indian River for the Uncovering Indian River Video Series
- > **Silver:** Visit Panama City Beach for the Chicago Nonstop Flight Social Campaign
- > **Henry:** The Amelia Island Convention & Visitors Bureau for their Amelia Island Event Ads

Special Event

- > **Bronze:** The Amelia Island Convention & Visitors Bureau for the Amelia Island Dickens on Centre Enchanted Village
- > **Silver:** Visit Tampa Bay for “Unlock the Block”
- > **Henry:** Visit Lauderdale for The Fort Lauderdale International Boat Show

Sustainable Tourism Marketing

- > **Bronze:** The Monroe County Tourist Development Council for “The Florida Keys & Key West: Lobster Mini-Season Campaign”
- > **Silver:** The Pier 60 Sugar Sand Festival & the City of Clearwater for “Allie-Gator Engages Pier 60 Sugar Sand Festivalgoers to Keep Clearwater Beach Clean”
- > **Henry:** The Clearwater Marine Aquarium for “Creating Eco-Rangers Through Partnership”

Television Advertising

- > **Bronze:** The Alligator & Wildlife Discovery Center for “Where there is always more to explore”
- > **Silver:** Discover The Palm Beaches for The Palm Beaches “The Original. The One. The Only.” Leisure Campaign TV Spots
- > **Henry:** Destin-Fort Walton Beach Tourism for “Little Adventures”

Tourism Advocacy

- > **Bronze:** The Martin County Office of Tourism & Marketing for the Digital Marketing Training Program
- > **Silver:** The Cultural Council for Palm Beach County & Discover The Palm Beaches for The Arts & Tourism Summit on Equity, Diversion & Inclusion
- > **Henry:** The Greater Miami Convention and Visitors Bureau for the “Miami Eats” Program

Websites

- > **Bronze:** The Florida Keys & Key West for the Kiosk-Based Visitor Surveys and Commission Free Reservations System
- > **Silver:** Lion Country Safari for their Website Redesign
- > **Henry:** Destin-Fort Walton Beach Tourism for “Little Adventures”

Best of Show

- > **Annual marketing budget less than \$500,000:** The Anna Maria Island Wedding Association for Anna Maria Wedding Magazine
- > **Annual marketing budget between \$500,000 - \$2 million:** Ocala/Marion County Visitors and Convention Bureau for “Ocala National Forest - Florida’s Hidden Gem”
- > **Annual marketing budget greater than \$2 million:** Amelia Island Convention & Visitors Bureau for the Amelia Island Meetings Brochure