

# 2023 Flagler Award Winners



## Creativity in Public Relations

- > **Bronze:** Destin-Fort Walton Beach for their Influencer Campaign
- > **Silver:** The Monroe County Tourist Development Council for “Groundhog Day Conch in the Florida Keys
- > **Henry:** The Cultural Council for Palm Beach County and Discover The Palm Beaches for the “Palm Beaches in Bloom” New York Media Event

## Print Advertising

- > **Bronze:** The Amelia Island Convention & Visitors Bureau for “It’s an Island thing”
- > **Silver:** The Monroe County Tourist Development Council for “Groundhog Day Conch in the Florida Keys
- > **Henry:** The Florida Keys & Key West for the Florida Keys & Key West Print Advertising Campaign

## Special Event

- > **Bronze:** Visit Lauderdale for “The Next Wave of Greatness”
- > **Silver:** The Greater Miami Convention & Visitors Bureau for “Formula One”
- > **Henry:** Visit Pensacola for the 2022 Sun Belt Basketball Championship

## Internet Advertising

- > **Bronze:** Discover Martin for “Summer of Fun with Atlanta Magazine”
- > **Silver:** Visit St. Pete/Clearwater for Travelzoo Digital Advertising
- > **Henry:** Visit Panama City Beach for “GET TO THE REAL. FUN. BEACH. REAL. FAST!”

## Direct Marketing

- > **Bronze:** Visit Sarasota County for the “Sarasota: The Only Place to Pull Ahead” Carousel Card
- > **Silver:** Discover Martin for “Mood for Martin” Direct Mailers
- > **Henry:** Fort Myers – Islands, Beaches and Neighborhoods for “Hearts and Engagements Soar with Lee County” Direct Mail Piece

## Tourism Advocacy

- > **Bronze:** Walton County Tourism for “Walton County Tourism: County-Wide”
- > **Silver:** GoPegasus for GoPegasus Art On Wheels
- > **Henry:** Visit Tampa Bay for “Measure the Treasure in Tampa Bay”

## Social Media Marketing

- > **Bronze:** The Franklin County Tourist Development Council for “Don’t Take Our Word For It”
- > **Silver:** Visit Lauderdale for “Visit Lauderdale’s Old Florida Book Shop”

- > **Henry:** The Amelia Island Convention & Visitors Bureau for their Social Media Travel Guides

### Out-of-Home

- > **Bronze:** Destin-Fort Walton Beach for the Little Adventures In-Destination Campaign
- > **Silver:** The Mote Marine Laboratory and Aquarium for the Mote Marine Laboratory and Aquarium Times Square Billboard
- > **Henry:** The Florida Keys & Key West for the Florida Keys & Key West Los Angeles Commuter Campaign

### Radio Advertising

- > **Bronze:** The Amelia Island Convention & Visitors Bureau for Amelia Island Podcast Advertising
- > **Silver:** Discover Martin for the Treasure Coast Songwriters Festival Radio Ad
- > **Henry:** Visit Panama City Beach for the Pirates of the High Seas & Renaissance Fest Radio Spot

### Television Advertising

- > **Bronze:** Experience Kissimmee for their Shoulder Season Campaign
- > **Silver:** The Daytona Beach Area Convention & Visitors Bureau for “Beach On” TV
- > **Henry:** Visit Lauderdale for “Welcome”

### Mobile Marketing

- > **Bronze:** Wyndham Celebration Resort for “Using AI and ChatGPT In An Evolving Hospitality World”
- > **Silver:** Visit Tampa Bay for the Tampa Riverwalk Attraction Pass
- > **Henry:** The Amelia Island Convention & Visitors Bureau for the Amelia Island Weather Trigger

### Websites

- > **Bronze:** Destin-Fort Walton Beach for the New “Little Adventures”-Focused Website
- > **Silver:** The Islamorada Resort Collection for the New Islamorada Resort Collection Website
- > **Henry:** Florida’s Sports Coast for Florida’s Sports Coast Website Rebrand

### Niche Marketing

- > **Bronze:** Discover Martin for “Martin Memories Holiday Campaign”
- > **Silver:** The Florida Keys & Key West for the Florida Keys & Key West Fishing Campaign
- > **Henry:** The Cultural Council for Palm Beach County for “Go Beyond Basel: Attracting Art Fair Visitors from Miami to The Palm Beaches”

### Resource/Promotional Material-Consumer

- > **Bronze:** Eau Palm Beach Resort & Spa for their Memorial Day Weekend Activities Brochure

- > **Silver:** The Cultural Council for Palm Beach County for the Art&Culture Magazine: A Vibrant Resource for Cultural Tourists Visiting The Palm Beaches
- > **Silver:** Visit St. Pete/Clearwater for the Gulf to Bay Destination Magazine
- > **Henry:** Visit Tampa Bay for the Visit Tampa Gay Guide

### Resource/Promotional Material-Trade

- > **Bronze:** Boggy Creek Airboat Adventures for “VR Takes Boggy Creek to Travel Partners Worldwide”
- > **Silver:** Visit Lauderdale for the “Everyone Under the Sun” Trade Show Display
- > **Henry:** The Florida Keys & Key West for the Florida Keys & Key West Film Commission LookBook

### Sustainable Tourism Marketing

- > **Bronze:** The Alligator & Wildlife Discovery Center for “Help us do our small part”
- > **Silver:** Visit St. Pete/Clearwater for “Unwind and Be Kind”
- > **Henry:** Destin-Fort Walton Beach for the Little Adventures Pilot Program

### Rural County Marketing

- > **Bronze:** The Franklin County Tourist Development Council for the Villages Re-engagement Campaign
- > **Silver:** The Holmes County Florida Tourist Development Council for “Wild, Welcoming Unexplored Florida”
- > **Henry:** The Gulf County Tourist Development Council for “Ordinary Magic”

### Mixed Media Campaign

- > **Bronze:** ZOOTampa at Lowry Park for ZOOTampa’s Creatures of the Night Campaign
- > **Silver:** Discover The Palm Beaches for “The Golden Age of Travel” Mixed Media Campaign
- > **Henry:** Visit Lauderdale for “Welcome”

### Best of Show

- > **Annual marketing budget less than \$500,000:** Boggy Creek Airboat Adventures for “VR Takes Boggy Creek to Travel Partners Worldwide.”
- > **Annual marketing budget between \$500,000 \$2 million:** Discover Martin for “Mood for Martin Direct Mailers.”
- > **Annual marketing budget greater than \$2 million:** Amelia Island Convention & Visitors Bureau for the Amelia Island Weather Trigger.