Post-Irma Marketing Plan
VISIT FLORIDA Actions
Before and During the Storm

- Remained in contact with destination marketing partners and emergency contacts
- Activated Homepage Banner and Florida Now page on VISITFLORIDA.com
- Targeted Facebook message to 280,000 domestic and international visitors
- Welcome Centers transitioned into emergency information centers
VISIT FLORIDA Actions

Post Storm

- Welcome centers back up and running
- Recovery Support page activated on VISITFLORIDA.org and messaged to industry
- DMO Status Calls
- Marketing Council Steering Committee marketing plan brief
- Social sharing of Partner messaging
- Live streaming + Paid social
- VISIT FLORIDA state tour to meet with impacted DMOs, industry partners and business
- Conduct research to evaluate consumer perceptions and travel impact
### Research

Research efforts will provide VISIT FLORIDA with information on the following:

<table>
<thead>
<tr>
<th>Media Coverage</th>
<th>Consumer Perceptions &amp; Sentiment</th>
<th>Travel Intent &amp; Impact on Florida Tourism Industry</th>
</tr>
</thead>
</table>
| • Negative impact of storm coverage  
• Total media value of news coverage | • Real-time consumer sentiment about Florida  
• Perceptions of damage & views of recovery efforts  
• Concerns, barriers to travel & travel intent  
• Facebook Brand Lift Study with Nielsen (post-social marketing efforts) | • Shift in consumer travel intent caused by the storm  
• Economic Impact  
• Shift in brand perception  
• Long-term projected impact (if any) |

Source: Nielsen  
Sources: Social Listening (VF Agency - Listen First); Facebook/ Nielsen  
Source: VISIT FLORIDA Research Department
Marketing Objectives

- Maintain visitor trust and organizational credibility
- Manage negative image perception
- Protect Florida’s visitor base
- Support tourism industry businesses
Strategy

1. Provide a real and unbiased view of Florida while serving as informational resource for visitors.

2. Assist tourism industry businesses by providing:
   • Be the source of alignment with industry partners in the state
   • Brand leadership
   • Message amplification
   • Marketing support
VISIT FLORIDA will:

- Always act in a manner that facilitates trust with the consumer
- Provide or direct visitors to the most up-to-date information on storm recovery efforts and affected travel
- Monitor events, news coverage and online discussions and actively correct misperceptions
- Encourage Industry businesses to be clear and transparent about their recovery efforts
Tourism Businesses should:

- Resume regular marketing efforts when they are 100% ready to receive visitors
- Avoid saying they are ready for visitors until they are fully ready
- Put content and advertising through the following lens:
  - *Is this sensitive enough considering what other destinations are going through?*
- Monitor events, news coverage and online discussions and actively correct misperceptions
- Encourage other local businesses to be clear and transparent about their recovery efforts and help amplify recovery messaging when appropriate
Timeline

The post-storm marketing plan has 2 main phases:

- **Phase 1** - Immediate action occurring after storm hits.
- **Phase 2** – Allows for heavy impacted areas and VISIT FLORIDA to assess recovery efforts and plan for a more holistic return to market.
  - Tentative plan will be assessed 1-2 weeks into phase 1.
  - Phase 2 requires additional planning, creative asset development, and media buys.
Phase 1

- Share Partner content on social as they post messages about recovery
- Live video broadcast from locations across the state. Following the livecast, we will pay to promote the video to a highly targeted domestic and international audience
  - Depending on weather, we hope to be live twice a day from for a whole week from locations all over the state. We will work with local areas to coordinate each effort
  - Same day broadcast / promotion timing to maintain authenticity
- Launch paid social efforts to encourage state-wide usage of #LoveFL by Florida residents
  - As #LoveFL (or #Floridanow) images are shared, we will update the content on VISITFLORIDA.com in real time and then run a paid social campaign driving people to that content with the Florida Now: Real People, Real-time, Real Florida messaging
- Display live web camera feeds on VISIT FLORIDA.com/FloridaNow
Phase 1 cont.

- Connect with international tour operators in core international markets to manage any potential misperceptions of damage and encourage continuation of bookings, especially in the upcoming high booking month of October.
- Send an update (from Ken) to domestic and international and trade media contacts
- Reach out to influencers and journalists who have been hosted on press trips to share their experiences from areas they visited
- Organize press trips with traditional media for digital publication
- Send updates to meeting associations about Florida’s recovery plan
- Deploy production teams across the state to develop video content that we will post and promote on social channels, YouTube and Digital TV. Aggregate videos into a playlist and advertise that playlist to a domestic and international audience
Phase 2

VISIT FLORIDA is working on a plan that could include some or all of the following tactics. Our goal is to be in market in well in advance of our winter campaign efforts.

- Launch a multi-channel paid-media campaign that could include channels such as OOH, digital transit, digital, social, OTA elements, promotions, broadcast, YouTube and a co-branded media partnership.
- Tap into Share a Little Sunshine advocacy base to either send advocates to local areas or connect with local Instagram communities to create instameets across the state (could be a state-wide instameet)
- Send influencers to travel to areas around the state
- When the highly affected areas are ready to be promoted, develop customized content and PR efforts to support those areas.
Industry Support

Business resources can be found on [VISITFLORIDA.org/recovery](http://VISITFLORIDA.org/recovery). Resources include:

- Contact information for Yelp, Expedia, TripAdvisor to update business listing/information status
- Submission form to share recently shot footage and live webcams

VISIT FLORIDA will support businesses in impacted counties with:

- Complimentary brochure distribution at all 5 Official Florida Welcome Centers (for 6 months...through 3/31/18)
- Complimentary lobby booth display at 4 Highway Welcome Centers
- Complimentary VISIT FLORIDA Marketing Partnership (for 6 months...through 3/31/18)
- Exposure on VISIT FLORIDA’s media website via news releases
<table>
<thead>
<tr>
<th>Partner Opportunities</th>
<th>Non-Impacted Areas</th>
<th>Impacted Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISITFLORIDA.com Updates</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Industry Support Resources</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Facebook Live</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>ReTweets/Shares</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Receive first right of refusal on post-storm co-op marketing opportunities</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Discounted co-op for promoted social content (25%) (content must be shot after the storm to maintain authenticity)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Phase 2 co-op (exact opportunities TBD)</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Influencer Media Trips*</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Destination Content Video*</td>
<td></td>
<td>X</td>
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</tbody>
</table>

*First right of refusal for heavily impacted areas; subject to review
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