VISIT FLORIDA Response
Deepwater Horizon Horizon Update
Advertising

• National Advertising
  • Television
  • Radio
  • Print
    • In partnership with FRLA
    • USA Today, Wall Street Journal New York Times
  • Online

• In-state
  • Television & Radio
    • Florida Association of Broadcasters and Florida Cable Telecommunications Association
  • Outdoor
    • Florida Outdoor Advertising Association
Advertising – Phase II

- **National Cable**
  - Networks like: TNT, USA, ESPN, National Geographic, Travel Channel, Bravo, CNN, Fox News, Food Network, Discover Channel.

- **Broadcast TV**
  - Regional Markets, Northwest Feeder Markets, Major Metros

- **Radio**
  - Regional Markets, Northwest Feeder Markets, Major Metros

- **Newspaper**
Florida Live

VISITFLORIDA.COM

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POPULAR CITIES & TOPICS ALL FLORIDA INSIDERS

VISIT FLORIDA LIVE
REAL PEOPLE, REAL TIME, REAL FLORIDA.
webcams, Twitter feeds, beach condition updates & daily videos

Deepwater Horizon Oil Spill Update
Tar balls, tar patties and sheen have been found in Northwest Florida, though fewer impacts have been observed due to westward-moving winds and ocean currents. There have been no reports of Deepwater Horizon oil spill-related products reaching the shore beyond the Northwest Florida region. There is no indication that the rest of the state will have impacts from weathered oil products within the next 72 hours. Observations by NOAA continue to indicate no significant amounts of oil moving toward the Loop Current. Nearly 90 percent of Florida’s more than 1,200 miles of coastline remains unimpacted.

View the latest update

HAVE YOU SEEN...?
Florida Live

- Florida Live
  - Launch May 11, 2010
  - 134,000 visits
- Florida Live TV
  - Launch June 1, 2010
  - 48 videos posted
  - 25,000+ video views
Advertising Results to Date

Visits to www.VISITFLORIDA.com
June 2010 vs June 2009

- Atlanta +74%
- Baton Rouge +130%
- Birmingham +159%
- Charlotte +55%
- Dallas +76%
- Houston +81%
- Nashville +156%
- New Orleans +107%
- Raleigh/Durham +57%
- St Louis +128%
How to Participate

• Post current images of Florida
  • www.facebook.com/FloridaSunshine

• New webcam urls and missing Twitter accounts
  • FloridaLive@VISITFLORIDA.org

• Send new story ideas
  • insiders@VISITFLORIDA.com

• Upload up to five Hot Deals
  • “Worry Free Reservations” filter
    • your business's policy to help reassure people who are hesitant to book a vacation because of oil concerns
Free Web Listing
• Available:
  Now – June 30, 2011
Web Listing on VISITFLORIDA.com

- To enroll:
  - Login to www.VISITFLORIDA.org/free
  - Submit your application
  - May take 5 – 10 days to process depending on volume
Near-Term Travel Intentions Study

- Conducted by Ypartnership
- June 4 – 13, 2010
- 1,286 consumers who reside in central and eastern United States

Results
- Travelers are very aware of the oil spill and its potential impact to Florida beaches
  - 54% following news reports “very closely”
  - 45% following news reports “casually”
- 95% of respondents expected Florida to have oil
- Only 10% were less likely to visit Florida
Tourism Industry
U.S. Travel Association
Letter to President Barack Obama

Dear Industry Partner:

As you are a valued member of the Florida Tourism Industry, we ask that you please read this important message from the U.S. Travel Association and share within your business and tourism community.

Dear Travel Colleague:

U.S. Travel urgently needs your help to ensure that the Obama Administration is focused on preserving a robust travel economy in the Gulf region in the wake of the disastrous Deepwater Horizon oil spill. It is not too late to prevent some of the most damaging long-term effects of the oil spill, and particularly, large scale job losses. As you know, travel can and should be the engine that drives long-term recovery in the Gulf.

We are asking for the entire travel industry to come together and lend a hand to get thousands of travel employees in Louisiana, Mississippi, Alabama, and Florida to sign on to a letter to President Barack Obama urging him to put in place a short- and long-term recovery plan focused on maintaining a strong travel economy in the Gulf region and attracting business and leisure travelers back to the region. If you have properties or networks in the area, you can help by passing along this urgent call to action. By doing so, you will undoubtedly enhance the message and increase its effectiveness.

If you have any questions please contact Candice Knezovic at cknnezovic@ustravel.org. To view the letter and add your name, click here. To forward the letter to your networks, click here.

It is critical that President Obama hear this message loud and clear. Thank you for your support.

Sincerely,
Roger Dow

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