

# VISIT FLORIDA Response Deepwater Horizon Update



VISITFLORIDA<sup>®</sup>

- 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
  - USA Today, Wall Street Journal, New York Times







VISITFLORIDA.COM

PHOTO BOOK | MY FAVORITES



HOT DEALS



MAP



eNEWS/  
GUIDES



FLORIDA  
LIVE

Type your search term here

FIND

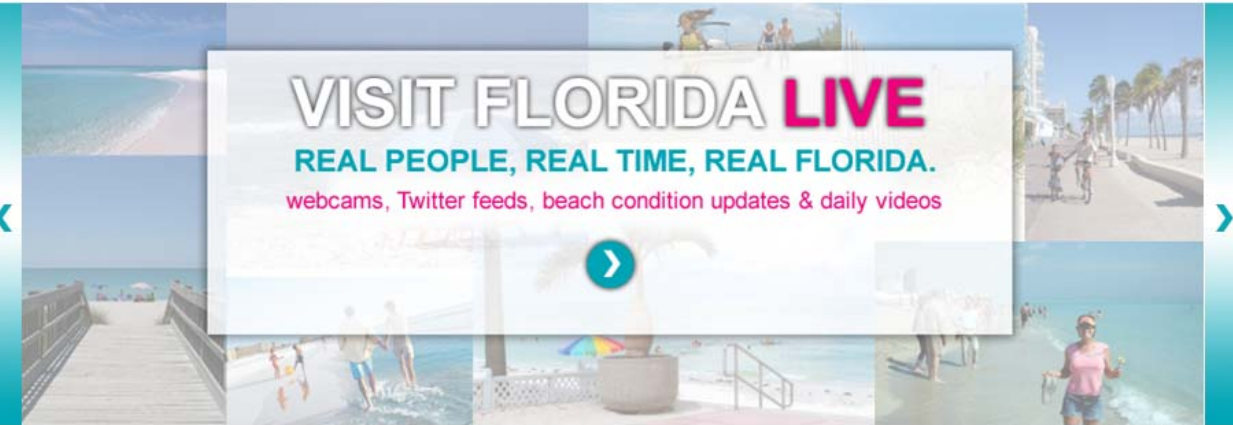
POPULAR CITIES & TOPICS

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

[Close](#)

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 1,260 miles of coastline remains unimpacted.

[View the latest updates](#)

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

**VISITFLORIDA.COM**

PHOTO BOOK | MY FAVORITES

HOT DEALS MAP eNEWS/ GUIDES FLORIDA LIVE

Type your search term here **FIND** POPULAR CITIES & TOPICS ALL FLORIDA INSIDERS

**Florida Live** powered by VISITFLORIDA.COM Real people, Real time, Real Florida

Welcome to the Sunshine State. Here's what's happening now, shared with you by those of us enjoying it live. Sample the sun and the smiles and come back any time or upload your own photo at [Facebook.com/FloridaSunshine](https://www.facebook.com/FloridaSunshine).

**Shared Images**  
Images have been posted by fans of Share a Little Sunshine, and are not for reproduction.

07/08/10 04:20pm 07/08/10 12:25pm 07/08/10 11:54am  
07/08/10 11:14am 07/08/10 10:46am 07/08/10 10:07am  
07/08/10 09:21am 07/08/10 08:45am 07/07/10 11:28pm

**Florida Live TV**  
See All »  
Naples Beach and Fishing Pier  
July 8, 2010 04:20pm

**Florida Live Blog**  
By Kevin Mims  
See All »  
Wednesday, July 7 - Naples Bay Resort  
July 7, 2010

**Florida Live Updates**  
See All »  
Florida Live - 5th Ave. In Naples is so nice, and the weather is perfect! #FloridaLive  
http://twitpic.com/23kpm

**Local Updates / Webcams** Bid on a Trip Vacation Deals VISIT FLORIDA Updates

View local Twitter feeds  
View local webcams  
View Florida Live TV videos

## Advertising Results to Date

Visits to [www.VISITFLORIDA.com](http://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](http://www.facebook.com/FloridaSunshine)
- New webcam urls and missing Twitter accounts
  - [FloridaLive@VISITFLORIDA.org](mailto:FloridaLive@VISITFLORIDA.org)
- Send new story ideas
  - [insiders@VISITFLORIDA.com](mailto: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



# Web Listing on VISITFLORIDA.com



## Free Web Listing

- Available:  
Now – June 30, 2011

**Change My Search**

Cape Canaveral

Check-In

Check-Out

Select Lodging Type

Search

**\$109.00** **\$Lowest Rate** Select Rates By Date

When you see the BookDirect button, you're getting real-time rates and you can book directly with the property.

**My Search**

Close a box to broaden your search

hotels & places to stay

**Search Categories**

Select a box to narrow your search

Type:

Hotels & Inns

Motels

Resorts

Bed & Breakfasts

Vacation Rentals & Homes

[+] show more

**Related Cities:**

Cape Canaveral

Cocoa

Sort By: Name | Price ▲

**Cape Canaveral** Compare

**RECOMMENDED** **Quality Suites Cocoa Beach**

800-220-5151, 321-783-6868  
Website | View on Map

**\$69.00** **Boon Direct** Select Rates by Date

Enhanced: \$365/yr.

Quality Suites is just one block from the beach. Close to Kennedy Space Center KSC and just minutes to Port Canaveral Cruise. The hotel features... [More details and amenities](#)

Photos (4)

Add to My Favorites 9 people like this Compare

**RECOMMENDED** **Doubletree Oceanfront Hotel**

800-552-3224, 321-783-9222  
Website | View on Map

Basic: \$95/eyar

Quality Suites is just one block from the beach. Close to Kennedy Space Center KSC and just minutes to Port Canaveral Cruise. The hotel features... [More details and amenities](#)

Add to My Favorites 8 people like this Compare

**Anna Maria Island Inn**

800-500-7263, 941-778-3053  
Website | View on Map

Free: \$No Charge

Anna Maria Island Inn is a beachfront resort located in the heart of beautiful Anna Maria Island in the small community of Bradenton Beach. Fourteen to... [More details and amenities](#)

Add to My Favorites 7 people like this Compare

**Anna Maria Pirates Den**

941-778-4368  
Website | View on Map

A family-run resort consisting of four two-bed apartments and two one-bed cottages with full kitchens and central heat/air. Heated pool, gas grills and... [More details and amenities](#)

Add to My Favorites 21 people like this Compare



# Web Listing on VISITFLORIDA.com



- To enroll:

- Login to [www.VISITFLORIDA.org/free](http://www.VISITFLORIDA.org/free)
- Submit your application
- May take 5 – 10 days to process depending on volume

Home | Login | Join VISIT FLORIDA | Manage Your Profile

**VISITFLORIDA**  
The Official Tourism Marketing Corporation for the State of Florida

INSIDE VISIT FLORIDA | **PARTNER RESOURCE CENTER** | PROMOTE YOUR BUSINESS | Search [GO] | ADVANCED SEARCH →

## Partner Resource Center

### Free Web Listing on VISITFLORIDA.com

As the Deepwater Horizon oil spill situation continues to evolve, VISIT FLORIDA remains committed to protecting the interests and resources of our Partners and of Florida's tourism industry. In order to more effectively reach out in assistance to the entire tourism industry in Florida during these challenging times, we are now offering a Free Web Listing option on VISITFLORIDA.com.

VISITFLORIDA.com is the number one web site for travel planning to the state. In June of 2010, more than 719,000 unique visitors experienced our website as their resource for things to do and see and places to stay while on vacation in the Sunshine State.

We welcome you to apply to begin connecting your business with these visitors. The Free Web Listing will be posted on VISITFLORIDA.com from the date your application is approved and processed through **June 30, 2011**. It will feature:

- Direct hyperlink to your web site homepage
- Complete business description
- One photo

Click below to download the Free Web Listing application.

**Download Application**

**Join Now**  
Maximize Your Partnership  
Manage Your Profile  
Partner Logo  
Edit Web Listings  
Upload News Release  
Contact Us

Print this Page  
Email this Page

## 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

VISITFLORIDA.

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 Knezevic at [cknezevic@ustravel.org](mailto:cknezevic@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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A blue wavy line graphic that spans the width of the 'VISITFLORIDA' text, positioned below it.

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