

July 9 Webinar Questions Submitted:	Answers from VISIT FLORIDA:
<p>Q: Charlotte County was not included in the latest commercial campaign on TV. Will we be included next time?</p>	<p>A: Charlotte County did participate by tagging both VIST FLORIDA's TV and radio spots and is included in the buy that is expected to generate more than 230 million impressions. You might want to check with Jennifer Huber who coordinated Charlotte County's involvement for additional details.</p>
<p>Q: Is that 10-second tag for each county part of the VISIT FLORIDA commercials that had [the Florida Live TV host] going to each beach and filming/airing the same day?</p>	<p>A: The Florida Live TV daily videos are not being incorporated into the television commercials at this time, instead they are being uploaded daily at www.VISITFLORIDA.com/FloridaLive.</p>
<p>Q: The health department has issued a notice that will be posted on Beaches of South Walton starting today indefinitely, even though the beaches are free of oil and tar balls. The notice is to be posted on all public beaches and private. This will kill tourism. Please address this.</p>	<p>A: It's our understanding from the folks at the Florida Department of Health, that the Oil Impact Notices you're mentioning are an alternative to continually issuing and rescinding notices at the county level. VISIT FLORIDA is in regular contact with the state officials from the EOC/DEP and we will work with them to see if there is another alternate action that can be taken. We'll be sure to reach back out to you as soon as we know more.</p>
<p>Q: What enhancements will be made to those who are already Partners with VISIT FLORIDA?</p>	<p>A: Basic and Enhanced Web Listings would appear above Free Web Listings and will be accompanied by a "Recommended" icon and a blue background to make the listings stand out during consumer browsing. In addition to these benefits, Enhanced Web Listings retain exclusive access to post "Hot Deals;" upload 20+ photos, videos and events; receive an interactive map listing and "Reserve Now" link and incorporate BookDirect, if eligible. In the near future, we'll also offer Enhanced Web Listings the ability to link out to social media channels.</p>
<p>Q: Can you tell which states in the Central US you are focusing on (refers to research information presented)?</p>	<p>A: The research targeted leisure travelers who reside in the North Central, South Central, Southeastern, Mid-Atlantic and New England States. For a map breakout of the census regions, visit http://www.census.gov/geo/www/us_regdiv.pdf.</p>
<p>Q: In addition to paid advertising, is VISIT FLORIDA pitching new stories to media outlets and, if so, how are these pitches being received?</p>	<p>A: VISIT FLORIDA's Communications and PR team continues to work with its agency of record to pitch and communicate messaging. Media outlets have been very receptive. Since mid-May, VISIT FLORIDA has worked with over 400 journalists on story ideas, executive interviews and media assignments. VISIT FLORIDA continues to work with partners in leveraging cross-promotional campaigns (such as Florida Travel + Life TV series and Florida Live TV) to create story ideas and content for proactive pitching and press releases. VISIT FLORIDA's media receptions program allows partners to pitch directly to media in key feeder markets.</p>
<p>Q: If there are no co-op dollars available to us, can we still join in with your program via your agency so we are consistent in targeted areas, providing our own funding?</p>	<p>A: At this time, we are only able to offer free co-op TV and radio tags to those counties that were identified in the Governor's Declaration of Emergency. However, as we evaluate future co-op opportunities, we will consider how we can expand these opportunities.</p>

<p>Q: I am interested to learn if the co-op dollars have been extended to assist counties on the East Coast. We may not be directly effected, but It's important to educate the public about areas that can be alternate beach vacations. We need to keep the business in the state of Florida!</p>	<p>A: At this time, co-op dollars have not been provided to assist counties on the east coast, but we continue to watch the impact of the spill and will evolve the creative to include other areas as appropriate. Your point is very well taken: we do need to keep the business within the state of Florida. That is why we continue to do innovative and aggressive marketing on all fronts with programs like our marketing effort with American Express and the <u>new Florida Travel and Life Discovery Channel TV show</u>.</p>
<p>Q: Curious why all media is being spent on TV when people are planning their trips online. DMO's are saying that they have to spend BP money on TV. Is this correct? If so, why?</p>	<p>A: Media dollars are being spent where we can reach the largest audience. Currently, that is TV, Radio and Newspaper. VISIT FLORIDA has run some online banner advertising that supports the Florida Live concept using our fiscal year budget dollars outside of the BP funding.</p>
<p>Q: Are you communicating through news outlets unaffected areas/beaches? Will they incorporate with VISIT FLORIDA's campaign?</p>	<p>A: VISIT FLORIDA consumer messaging leverages both non-beach tourism assets through proactive media pitching while the Florida Live platform provides consumers with updated beach advisories. Florida Live also highlights both beach and non-beach tourism assets via Tweeter feeds and Vacation Deals listed from anywhere in the state.</p>
<p>Q: Is VISIT FLORIDA PR targeting the national media outlets such as CNN to discuss how their damaging generalization of the Gulf oil crisis makes it sound like all of the Gulf and all of Florida is impacted with oil?</p>	<p>A: Absolutely! As we all know, this is a serious perception versus reality issue that Florida has been battling since the oil spill first began. In every one of the more than 350 media inquiries and interviews VISIT FLORIDA has conducted since early May, we repeat over and over again that this is a hyper-localized issue and only a small portion of Florida's more than 825 miles of beaches have been affected. The call to action for all of our interviews and advertising efforts drives home the point that Florida Live is the best way for visitors to make the most informed travel planning decisions based on real-time, transparent information being provided by the communities and destinations that know best what's really happening at any given time.</p>
<p>Q: Could DMO's get a current listing of VISIT FLORIDA Partners in our areas so that we can just contact those non-Partners in our areas to push the new free website listing opportunity?</p>	<p>A: Yes, in order to assist Destination Marketing Organizations target businesses without any affiliation to VISITFLORIDA.com, we will, upon request, provide DMOs with a list of businesses in their counties which already have a Web Listing on VISITFLORIDA.com. This list will include county, city/town and business name.</p>
<p>Q: We are installing a Beach Cam - we would like to offer access to VISIT FLORIDA and/or Florida Live - how can we make this happen?</p>	<p>A: Great! Once your webcam is up and active, please e-mail us the url of where you're streaming the video feed. The e-mail address is FloridaLive@VISITFLORIDA.org.</p>
<p>Q: Are you advertising the Florida State Parks in the Northwest portion of Florida? Specifically the beach parks?</p>	<p>A: Not at this time. We offered State Parks a :10 TV tag and they declined.</p>

<p>Q: How do you plan to respond to comments on VISIT FLORIDA advertising as being less than compelling? Perhaps we need to develop a newer, more cutting-edge campaign which goes beyond just touting clean beaches?</p>	<p>A: We continue to monitor the impact of the oil spill and evolve the creative when appropriate. Our creative goal has been to drive potential visitors to VISITFLORIDA.com and the preliminary data indicates that the creative has been very successful in doing that with a 46% increase in traffic to the site over visitation for the same period last year. Our advertising will continue to evolve to answer consumer interests and concerns.</p>
<p>Q: With mobile phones being such a large part of everyone's lives, it seems that a mobile phone marketing campaign would be most effective. Are you considering this type of campaign?</p>	<p>A: Mobile web use is growing quickly among consumers and is an important part of the travel marketing mix, which is why we are moving quickly with the VISITFLORIDA.com mobile site.</p>
<p>Q: Besides restaurants and hotels, what other types of businesses are appropriate for the free listing?</p>	<p>A: Any tourism business whose listing would contribute to the travel planning experience will be considered for a Free Web Listing. As the trusted source for Florida travel planning, it's important that consumers are presented with the best possible tool for planning a Florida vacation. By publishing only those listings appropriate to their needs and interests, both consumers and tourism businesses will greatly benefit.</p>
<p>Q: The website for VISITFLORIDA.com is always VERY SLOW to upload. I use very high speed and I loose interest in the site because there is too much information to load.</p>	<p>A: We have noticed this too during high traffic times. Because the web site pulls from so many other sources (like Twitter, Facebook, YouTube, etc.) our serve speed often depends on other sites too. We're doing everything possible to make all components of the site deliver on screen as quickly as possible.</p>
<p>Q: What is being done in the international marketplace?</p>	<p>A: All of our foreign language websites have been updated to include the Deepwater Horizon Oil Spill Update and the Florida Live link with the exception of our Mandarin site. (The oil spill is not major news in China). We continue to monitor the reaction to the oil spill story in our target markets and respond accordingly. At the recommendation of our International Committee, we are reviewing co-op marketing opportunities in the UK, Germany and Canada to potentially launch late summer/early fall. We are offering trusted tour operators the opportunity to embed the Florida Live site on their own websites, and will be providing talking points for reservation agents working with consumers.</p>