Positioning

VISIT FLORIDA is the trusted source for travel planning information before, during and after this developing crisis. We must maintain:

- **Information Platform.**
  Credible and transparent information to enable visitors to make their travel plans to Florida

- **Pro-active Marketing.**
  Aggressive pro-active marketing efforts to continue to drive visitation
Response Elements

1. **Information Platform – Florida Live**
   Empower consumers to feel safe choosing Florida

2. **Advertising Campaign**
   Drive traffic thru high levels of positive awareness

3. **Public Relations/Earned Media**
   Earn media and consumer trust

4. **Industry Outreach**
   Communicate w/ industry to create a unified and stronger Florida voice

5. **Crisis Assessment & Planning**
   Anticipate, monitor & respond quickly to changing consumer environment
VISIT FLORIDA
REAL PEOPLE, REAL TIME, REAL FLORIDA.

See what you could be doing this summer...

Deepwater Horizon Oil Spill Update

Time to quarter-sized tar balls continue to be found in widely scattered areas from the Alabama-Florida state line east to Bay County. Cleanup teams are on site. Additional impacts are expected throughout Northwest Florida within the next 72 hours. At this time, there are no beach closures and Florida's state waters remain open to recreational fishing.

View the latest updates

HAVE YOU SEEN...?

Florida Live

See everything you could be doing this summer - all from people enjoying the Sunshine State right now. Your Florida

Florida Live

- Destin/Fort Walton Beach Area
- Fourth of July Fireworks in Florida

Best Western

DAD OR NIGHT, OUR LOWEST RATES ARE ON
BESWESTERN.COM
Information Platform - Florida Live

Florida Live
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.
Information Platform - Florida Live

Local Updates / Webcams

Pensacola Updates

VisitPensacola twitter failwhale all day today. Here's some video taken yesterday at Pensacola Beach, Avenida 17.
http://ow.ly/tWqnt
13 hours ago reply

VisitPensacola visitor testimonial video taken this morning, June 9, 2010 in Perdido Key.
http://ow.ly/tWmgF
15 hours ago reply

VisitPensacola From ESPN Outdoors: Reopened waters encouraging for Pensacola anglers.
http://ow.ly/tWahH
17 hours ago reply

Show local webcams
Show local Twitter feeds
See live TV
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
Florida Live TV

- Launched June 1, 2010
  - From Pensacola
- Kevin Mims
- Daily updates
  - Video
  - Blog posts
  - Photographs
- YouTube, Flickr, blog updates, and Twitter feeds
- See at http://www.visitflorida.com/floridaliveinsider/widget.tv_archive
First Response

The Sunshine State
OPEN for BUSINESS
Online Advertising

Launch: May 15
6 Week Flight
48 Million Impressions

Atlanta
Birmingham
Charlotte
Cincinnati
Cleveland
Dallas
Detroit
Greenville/Spartanburg/Ashville
Houston
Louisville
Nashville
New Orleans
Raleigh/Durham
St. Louis
Television Advertising

Launch: May 22
6 Week Flight
Cable and Broadcast
64.6 Million Impressions

Atlanta
Baltimore
Birmingham
Charlotte
Dallas
Houston
Nashville
New Orleans
Raleigh/Durham
St. Louis
Partnership with the Florida Restaurant & Lodging Association

- USA TODAY
- Radio
VISIT FLORIDA eNewsletter

600,000 in southeast

- Open rate: 6.86%
- Click thru: 10.37%
Results to Date

Early success in driving traffic to VISITFLORIDA.com, where potential visitors can find you.

Visits to www.VISITFLORIDA.com
May 22 – June 6, 2010 vs. May 23 – June 7, 2009

- Atlanta +69%
- Baltimore +4.4%
- Birmingham +118%
- Charlotte +93%
- Dallas +54%
- Houston +73%
- Nashville +147%
- New Orleans +57%
- Raleigh/Durham +120%
- St Louis +85%
National Advertising
- Television
- Radio
- Print
- Online

In-state Advertising
- Television
- Radio
- Outdoor

Florida Live
Television Markets - $2.5 M

<table>
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<tr>
<th>Regional Markets</th>
<th>Northwest Feeder Markets</th>
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National Cable - $2.8 M

- Animal Planet
- Bravo
- CNN/Airport Network
- Discovery Channel
- ESPN/ESPN2
- Food Network
- National Geographic Channel
- SyFy
- TLC (The Learning Channel)

- TNT
- Travel Channel
- USA
- Weather Channel
- ABC Family
- AMC
- Comcast National "Footprint" (20 million homes)
- Fox News Channel
- The Golf Channel
Radio Markets - $1 M

- Albany, GA
- Atlanta
- Augusta
- Baltimore
- Beaumont-Pt. Arthur
- Birmingham
- Bryan-College Station
- Chattanooga
- Columbus, GA
- Houston
- Jackson
- Lexington
- Little Rock
- Macon
- Memphis
- Nashville
- New Orleans
- Shreveport
- Tennessee Radio Network
- Tuscaloosa
- Waco
- Washington, DC
- Charlotte
- Dallas
- Raleigh
- St. Louis
Print Advertising - $350K

- **USA Today**
  3 ads per week for 3 weeks
  Full-page, Full-color
  SE Region
  Circulation approximately 364,444

- **Wall Street Journal**
  1 ad per week for 3 weeks
  Full-page, Full-color
  SE Region
  Circulation approximately 337,389

- **New York Times**
  1 ad
  Full-page, Full-color
  Full-run
  Circulation approximately 1,400,000
Online Advertising

- Extended through July
- Additional estimated 15.6 million impressions
- New flash banners ads
In-state Advertising

- Florida Association of Broadcasters; Florida Outdoor Advertising Association; Florida Cable Telecommunications Association
Advertising - Second Response

Share a Little
SUNSHINE
Win a little FUNTIME

Welcome to Florida, and you could win your own
Mazda MX-5 Miata. The more invites you send, the more you’re
entered to win. It’s as easy as 1-2-3.

1. SELECT
Pick your card or video and the special offers that go with it

Click above to preview

2. SHARE
Add message and recipients
Name of Recipient:  Your Name:  

Visit Florida
Monitoring and Leveraging Social Media

Peggy Macklin Heiser Flagler’s 19 miles of beaches are offering a beautiful sunny day experience.

Monica Vigo Fort Lauderdale: Clear Atlantic waters and a Wednesday morning sunrise on Fort Lauderdale beach.
Jun 9, 2010 7:40am
Length: 0:34

Kathy Catron Three generations enjoy the beach at Daytona Beach Resort today.

Walton Outdoors Beautiful Western Lake outfall to the Gulf of Mexico in South Walton June 3, 2010

Palma M Shrum Indian Shores Beach...Beautiful Sunset

Mark E. Owens Destin is still looking unbelievably beautiful! Check out this Southern Resorts video taken just one hour ago.

Southern Resorts Destin Beach Video June 8, 2010
www.youtube.com
Another unbelievably beautiful day here in Destin. Thousands of people are enjoying the water. Our beaches remain safe and open to the public. http://www.SouthernResorts.com/OilQuestions/?NCK=youtube
Special Northwest Florida Efforts

- :30 and :20 Television Spot
  - Need to Know
  - Partner :10 Tags
    - Bay County – Panama City Beach
    - Escambia County – Pensacola Beach/Escambia Perdido Key
    - Okaloosa County – Fort Walton Beach
    - Santa Rosa County
    - Wakulla County
- :60 and :30 Radio Spot
Sponsorship: Florida Travel + Life

- Northwest Florida show added to program line up
- Discovery Channel (99M HH); 200K estimated per show viewership; additional HD channel 7+ airings as regular programming
- In production now - will air mid-July
- Segment features on Panama City Beach; Destin; Seaside; Pensacola; Perdido Key + plentiful coastal footage and geography
Goal: Provide context for the story and a balanced picture of Florida

Reactive:

• EOC staffing and participation
• VISIT FLORIDA Spokesperson (125 + responses)

Proactive:

• Florida Live Launch Press Releases (National, In-state, and social media)
• Drive market pitching associated with launch of Florida Live & TV spot (radio, broadcast, print & online markets)
• National pitching associated with Florida Live and Memorial Day launch of Summer
• International efforts
Public Relations – Earned Media

Tools

• Sunshine Matters - daily media coverage reports - to capture media trends in reporting on oil + Florida
  • Sign up for RSS feeds www.SunshineMatters.org

• Front-Line tools –
  • Palm card for front line staff, will be updated as the circumstances change and require it
    • Available at www.VISITFLORIDA.org – Deepwater Horizon Update (tools section)
  • FAQ
    • Available at www.VISITFLORIDA.org – Deepwater Horizon Update (tools section)

• Editorial Leads & Promotions
  • Don’t overlook our standard promotions and editorial leads

• Promote what’s promotable –
  • Florida Travel + Life episodes – as shows air we’ll reach out with local destinations
  • Share a Little Sunshine – because summer is family travel season, it’s a great time to encourage your residents to share an invitation with friends and family
International

Overall strategy: prepare for increased interest and monitor the situation to adjust response and timing

• International press release distributed to our in-country representatives
  • Messaging and timing tailored for each market
  • Translated into French, German, Spanish, Portuguese and Chinese
• FAQs being created with in-country representatives
  • Being used to support in-country partner reaction to press
  • May later be leveraged for consumers
• Florida Live: links being posted on six foreign-language sites
• Working with our tour operators to monitor impact on future reservations
• Longer term: considering co-op with in-country tour operators
Public Relations – Earned Media

International

By Country

- **UK** - *some rumbling, but not urgency*
  - Hills Balfour retained
  - Press release on Florida Live being distributed
  - FAQ being used for reaction

- **Canada** - *similar to UK*
  - Press release being translated and distributed in Quebec & Ontario

- **Germany** – *Panhandle focused; they are coming to check it out*
  - Handling requests from several media outlets

- **Brazil & South America**
  - No press release distribution at this time
Industry Outreach

- **Sunshine Matters**
  - Register for RSS feeds at [www.SunshineMatters.org](http://www.SunshineMatters.org)

- **Special Industry Sends**
  - Moving forward – weekly sends
  - Send opt-in request to [news@VISITFLORIDA.org](mailto:news@VISITFLORIDA.org)

- **Conference Calls & Webinars:**
  - May 3 FACVB conference call
  - May 4 DMO webinar
  - May 14 Joint webinar with FRLA
  - May 21 FACVB conference call
  - June 3 Northwest FL DMO conference call
  - June 9 Deepwater Horizon webinar update
  - Future conference calls announced through Industry Sends