VISIT FLORIDA Response
Deepwater Horizon Update
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
• National Advertising
  • Television
  • Radio
  • Print
  • Online
• In-state Advertising
  • Television
  • Radio
  • Outdoor
• Florida Live
Television Markets - $2.5 M

**Regional Markets**
- Albany
- Augusta
- Baton Rouge
- Chattanooga
- Columbus, GA
- Greenville
- Jackson
- Knoxville
- Lexington
- Little Rock
- Macon
- Memphis
- Montgomery
- Nashville
- New Orleans
- Shreveport

**Northwest Feeder Markets**
- Atlanta
- Birmingham
- Charlotte
- Dallas
- Houston
- Raleigh/Durham
- St. Louis

**Major Metros**
- Chicago
- Philadelphia
- Washington, DC
- Detroit
- Cleveland
- Baltimore
- New York
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 Results to Date

Visits to www.VISITFLORIDA.com
June 14 – June 20, 2010 vs June 14 – June 20, 2009

- Atlanta  +64%
- Baton Rouge  +144%
- Birmingham  +195%
- Charlotte  +43%
- Dallas  +72%
- Houston  +90%
- Nashville  +136%
- New Orleans  +110%
- Raleigh/Durham  +62%
- St Louis  +141%
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
Communications/Management Plan

• Phase I: Planning and Preparation
  • Trigger: Activation of the Emergency Operation Center

• Phase II: Crisis Management
  • Trigger: 48 Hour of landfall and/or clear indication of possible impact

• Phase III – Recovery
  • Trigger: Impact and Beyond
Resources

- VISITFLORIDA.org
  - Crisis Preparation section – Hurricane Information
    - FAQ’s
    - Media Relations Tips
    - Resources
    - Checklist
Consumer Research

- Secondary Research
- Cooperative Research
- Primary Research
- Focus Groups
Industry Outreach and Resources

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

• **Special Industry Weekly Update**
  Send opt-in request to [news@VISITFLORIDA.org](mailto:news@VISITFLORIDA.org)

• **Resources**
  Crisis Preparation section on [www.VISITFLORIDA.org](http://www.VISITFLORIDA.org)
  - Tourism Response webinar and Q&A, Palm Cards, Industry FAQ and daily recap reports
Phase I. No environmental impact; yes financial impact
  • Managing Uncertainty; correcting misperceptions; reinforcing FL as a trusted source

Phase II. Oil on the shores; financial impact continues
  • Strengthening the trusted source identity; improve information platform to help reduce fear; increase awareness & use of information platform

Phase III. Multiple adverse conditions
  • Leveraging the trusted source identity to reassure consumers and provide the alternatives

Phase IV. Long term transformation of the tourism industry