

# VISIT FLORIDA Response Deepwater Horizon Update



VISITFLORIDA®

## First Response



## 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

# Advertising - First Response



## Partnership with the Florida Restaurant & Lodging Association

- USA TODAY
- Radio

**Our Coast is Clear!**

Visit Northwest Florida Beaches

BEACHES OF SOUTH WALTON  
Northwest Florida's Gulf Coast

EMERALD COAST  
Official Source for Travel Planning

FLORIDA RESTAURANT & LODGING ASSOCIATION

Franklin  
Official Source for Travel Planning

Beaches to Rivers  
of Santa Rosa

DISCOVER  
Old Florida

Panama City Beach  
Official Source for Travel Planning

VISIT PENSACOLA  
Official Source for Travel Planning

VISITFLORIDA

LOW REZ SAMPLE

# Advertising - Second Response



- National Advertising
  - Television
  - Radio
  - Print
  - Online
- In-state Advertising
  - Television
  - Radio
  - Outdoor
- Florida Live



# Advertising - Second Response



## 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

# Advertising - Second Response



## 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

**Florida**  
*Is Open for Business!*

Dine Fish Beach Golf Shop

Florida Live | powered by VISITFLORIDA.COM  
Real People. Real Time. Real Florida.

Go to Florida Live to find live beachcams, up to the minute local updates, daily video, great deals, live weather and real photos showing real people enjoying the Sunshine State right now. So check out Florida Live and start making your Florida summer vacation plans today.

HOT DEALS AT  
**FRLA.ORG**  
FLORIDA RESTAURANT & LODGING ASSOCIATION

**VISITFLORIDA.COM**

This advertisement is paid for and approved by the Florida Restaurant & Lodging Association and Visit Florida.

## 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](http://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%



VISITFLORIDA.COM

PHOTO BOOK | MY FAVORITES



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 mousse - a pudding-like oil/water mixture that could be brown, rust or orange in color - has been discovered between the Pensacola Beach Pier and the ranger station at Fort Pickens gate, approximately three miles in length. Cleanup crews are on site. Dime to five inch-sized tar balls continue to be found in Northwest Florida. There have been no reports of Deepwater Horizon Oil Spill-related oil 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. The Florida Fish & Wildlife Conservation Commission has issued a partial fishing closure in Escambia County. At this time, there continue to be no beach closures and the majority of Florida's state waters remain open to recreational fishing.

[View the latest updates](#)

HAVE YOU SEEN ?



## 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).



[Details about Florida Live content](#)

### Shared Images

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



06/23/10 02:53pm



06/23/10 02:40pm



06/23/10 02:02pm



06/23/10 01:13pm



06/23/10 12:23pm



06/23/10 11:03am



06/23/10 10:37am



06/23/10 09:52am



06/23/10 09:37am

### Florida Live TV

See All »



VisitFloridaLive Jun 22, 2010 08:37pm  
St Andrews State Park Update - Tuesday, June 22

### Florida Live Blog

See All »



By  
Kevin Mims



[Monday, June 21 - Monticello](#)

Jun 22, 2010

Expand

### Florida Live Updates

See All »



Florida Live - The beach at Topsail Hill Preserve State Park - some June grass, but still so beautiful! <http://twitter.com/1zaiaf>

Expand

## 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



## 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





**VISITFLORIDA®**

A blue wavy line graphic that spans the width of the 'VISITFLORIDA' text, positioned below it.

2540 W. Executive Center Circle, Suite 200  
Tallahassee, FL 32301  
(850) 488-5607

[www.VISITFLORIDA.org](http://www.VISITFLORIDA.org)

# Crisis Assessment and Planning



- **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