

June 24 Webinar Questions:	Answers:
Q: Getting on Fox News or CNN as a story vs. advertising is a bigger market.	Earned media is definitely an important way to communicate with our potential visitors, in part because of the reach, as you point out, and also because of the credibility. That is why VISIT FLORIDA is continuing an aggressive PR effort to make sure our leadership has the opportunity to help media present the whole story.
Q: Consumer research. Hard to track cancelled reservations but received five fathers day calls this past Sunday and everybody in the NE asked me how bad the beach was? This is a big problem.	There are any Florida and Gulf organizations that are currently trying to gather this information. As we learn more, we will be sharing this information with our industry. You might want to sign up to receive email alerts through our blog Sunshine Matters.
Q: Will we be able to find out where or when the spot that features our ten second spots airs?	Of course! A flight chart was sent out June 24 that included the number of spots and GRPs by market. If you did not receive please contact Leanne Groom at lgroom@visitflorida.org.
Q: Who is on Governor's Marketing task force?	If you are referring to the work group created by Governor Crist to put the \$25 million for advertising from BP to its highest and best use, the work group is headed by the Governor's Chief of Staff Shane Strum. If you're referring to the Gulf Oil Spill Economic Recovery Task Force, you can review the task force members at http://www.flgov.com/gulfrecoverytaskforce .
Q: What happens now that there is oil in quantities appearing on beaches - and being broadcast daily by the national media?	VISIT FLORIDA will continue our two part approach to this crisis. First, we will continue to support Florida Live - the information platform which allows potential visitors to get real-time, hyper-local information. Florida's visitors trust us with their vacation time and dollars, and we will provide them the information they need to continue to choose a Florida destination with confidence. The fact that oil is arriving at some beaches makes this information platform even more important. At the same time, with negative images in national media it is also important to keep providing the rest of the Florida story - all those beaches and other unique vacation destinations within the state that have historically made Florida the nation's vacation capital. VISIT FLORIDA will continue to promote Florida's assets through our comprehensive marketing program and continue an aggressive outreach to media outlets.
Q: A couple of questions regarding the consumer research: (1) will it look at perceptions in our key international markets (i.e. Canada and UK); (2) when do you expect the research to be completed?	The Research project that we have already initiated focused on Domestic markets. This should be completed by Labor Day with first results available in October. Depending on the availability of additional funds, research on the perceptions of international consumers will be included in our proposal to the VISIT FLORIDA international committee.
Q: Sorry if I missed it, any PR for Latin America?	We are continuing to work with our in-country agents and PR contacts to monitor the situation, but to date, there has been only modest concern by the Latin American market. If and when that situation changes, we will increase our communication outreach there.
Q: do they have to boom the oil booms out of place if a hurricane is coming?	It is our understanding that when a hurricane enters the Gulf, all threatened equipment and staff will be withdrawn to a safe area.
Q: still having issues finding interactive map with oil spill location info. Can you provide the direct link to the site?	Here is the link to the State Emergency Response Team (SERT) map: http://map.floridadisaster.org/gator/
Q: Due to the significant decline in tourist arrivals to the area, is any pressure being applied to banks to suspend threats of foreclosure	This is important information and you'll want to get it from official sources. A good option would be to reach out to the Department of Financial Services at alex.sink@myflorida.com .
Q: Does a "state of emergency" forbid banks from foreclosing under statute law. Who can positively answer this question. Many owners are suffering financial hardship due to this environmental disaster.	
Q: National news is still showing the map with the loop current (saw it on network news Monday this week). It is NOT expected that that scenario will happen, correct? Can you provide new materials for media to be using?	To make sure you get a prediction based on scientific data, you might want to refer to the information provided by the National Oceanic and Atmospheric Administration (NOAA). You'll find a link to the NOAA site on our Travel Update Page at http://www.visitflorida.com/florida_travel_advisory .
Q: where is the map that he just referenced? I'm on www.VISITFLORIDA.com and don't see it.	There are two ways to get to the map referenced on the call -- the Travel Update Page (http://www.VISITFLORIDA.com/florida_travel_advisory/) and Florida Live (http://www.VISITFLORIDA.com/floridalive).

Q: What communication do you have with the State Emergency Management Office? Prior to storm & after the storm?	Throughout the activation of the State Emergency Operations Center for any issue, VISIT FLORIDA staff are assisting onsite through ESF 14 (Public Information) and ESF 18 (Business & Industry). We also attend daily briefings at the EOC and are on call for any questions related to our industry. Once the EOC is deactivated, VISIT FLORIDA staff remains in contact with the Emergency Management office to provide continued assistance.
Q: How much are we spending to communicate to Europe that most of the beaches are pristine and in SW FL, probably will be throughout the crisis?	We currently have our PR efforts focused on the UK and Germany. Depending how the situation evolves, and if the European industry begin to see cancellations, we will increase our outreach. Based on recent discussions with VISIT FLORIDA's International Committee, Germany may be the first country where we may need to ramp up our efforts and evolve our messaging.
Q: How close is the spill to Southwest FL?	An excellent source for this information is a map produced by the State Emergency Response Team (SERT). You can find it here: http://map.floridadisaster.org/gator/
Q: Why is this advertising just for Northwest Florida? I'm getting calls everyday about Southwest FL. people have reservations up through December and wanting to know if the oil is coming here.	The call to action on ALL VISIT FLORIDA advertising is "Florida Live" page on VISITFLORIDA.com where they will see webcams, photos, Twitter feeds and vacation deals from destinations all around the state.
Q: recommend that when you do use mileage or kilometer information in Europe, use comparative distances e.g., London to Edinburgh	Great suggestion, we will definitely consider incorporating this where appropriate.
Q: You mentioned a map that shows the cities which are impacted. However, is there a visual somewhere which shows the spill in relation to the entire state of FL? Is this an image which we can use on our business website as well?	The map provided by VISIT FLORIDA does not show the location of the spill offshore. We must rely on and reference the tools and information provided by NOAA. There is a link to their site on our Travel Update page at http://www.visitflorida.com/florida_travel_advisory . If you are interested in linking to Florida Live, please see the home page of VISITFLORIDA.org for instructions on how to do that. Here is the link to the State Emergency Response Team (SERT) map: http://map.floridadisaster.org/gator/
Q: NOAA has a detailed response to what effect Hurricanes have on Oil Spills. Would this be something of interest to DOM's and should it be put on VF Florida live or corporate blog?	The document provided by NOAA is a good reference. As we work more on how our hurricane crisis plan will need to change with affects of oil, we will provide resources such as that document to our industry in the Crisis Preparation section of VISITFLORIDA.org.
Q: Have you had contact with the Florida Small Business Development Center Network to help the small business owners affected by the oil disaster? --. counseling, emergency bridge loans and SBA disaster loans available.	Small businesses are a very important part of our tourism community and we know that the current situation may be very challenging for many. We are committed to helping Florida's small businesses by focusing on our role in tourism marketing. We do not offer direct support to FSBDC, however we are affiliated through our relationship as a member of the State's Emergency Response Team. The Emergency Bridge Loan program authorized is in addition to a federal loan program that was requested by Governor Crist and approved by the U.S. Small Business Administration on May 14, 2010. The federal Economic Injury Disaster Loan can help eligible small businesses meet the necessary financial obligations they could have met, had the disaster not occurred. Interest rates for businesses and small agricultural cooperatives are as low as four percent, and for non-profit organizations rates are as low as three percent, with terms up to 30 years. Affected business owners can visit the SBA Web site for more information on this program at www.sba.gov/services/disasterassistance .
Q: where are the accommodation discounts posted on the visit Florida web site?	There are two places to find deals provided by VISIT FLORIDA Partners - on the Vacation Deals tab of Florida Live and by clicking "Hot Deals" in the top right corner of the VISITFLORIDA.com web site.
Q: Knowing that our northern and international visitors will use the local Florida media websites (newspaper, Chambers of Commerce, etc) to learn how the spill has impacted their favorite travel spots, is there any consideration given to using such local sites to advertise the message?	For efficiency reasons, our media buys do not target northern and international visitors through local Florida media websites. We are however, reaching out to a variety of in-state organizations to host links to Florida Live on VISITFLORIDA.com.
Q: How will consumer communications be handled via VisitFlorida.com before and after any hurricane threats/impacts?	The Florida Live website will continue to provide consumers with accurate information. Beach cams, Twitter feeds, beach advisories and real-time photos and videos will assist consumers in obtaining trustworthy information. In addition, Florida Live TV will assist in pushing destination content and providing a balanced and fair insight on what is happening in Florida at the beaches and in other destination assets.
Q: how do I put Flickr photo streams on Florida Live?	Currently, the only way to add photos to Florida Live is to post them to the wall of www.facebook.com/FloridaSunshine .

<p>Q: Any plans to promote SW coast- Collier County? We are devastated because people don't know the whole state is not covered in oil or that we are 750 miles south. I have already been directed to write to the Governor, which I did- and I called but no response.</p>	<p>In all VISIT FLORIDA advertising we drive consumers to the Florida Live page on VISITFLORIDA.com where they will see webcams, photos, Twitter feeds and vacation deals from destinations ALL around the state. In this way, every ad has the potential to benefit the entire state. In addition, the Florida Live TV reporter will make his way throughout many Florida locations this summer. We know that consumers are responding enthusiastically to Florida Live TV so this could be very helpful. We also encourage you to reach out to our PR team. They are working on several summer press releases and media outreach efforts that might help you, such as a July Fourth press release. Please contact Kmorgan@visitflorida.org.</p>
<p>Q: Since 33% of all Canadians who travel to the U.S., travel to Florida, what marketing plans are in place to address this important sector of your Travel & Tourism industry?</p>	<p>Florida's Canadian visitors are very important to us and we are planning to continue our coop advertising campaign next year through television, radio and outdoor and on-line media. We will be providing opportunities for our Partners to augment this campaign, expanding our total reach and relevance.</p>
<p>Q: Have the hotel associations published any policy statements regarding refunds if beaches are closed or made recommendations to their hotel members?</p>	<p>For the most recent information on this topic, we recommend you contact the Florida Restaurant & Lodging Association at info@frla.org or 850-224-2250.</p>
<p>Q: It the TV schedule ends on the 27th - what are the flight dates for the spots that Will just said would still be in the market?</p>	<p>The media buy currently in market ends on Sunday, 6/27. Plans to extend the schedule are dependent on additional funds becoming available and will be shared with partners as soon as they are known.</p>
<p>Q: I believe I saw this webinar on June 10th at 9am, is this the same one?</p>	<p>This is a different webinar but includes recap elements of the June 10 program. Both webinars with synced audio are available in the Crisis Preparation section of VISITFLORIDA.org.</p>
<p>Q: any research planned with international consumers? Canada, Germany, UK, Latin America?</p>	<p>Understanding the attitudes of our international visitors very important. Depending on the availability of additional funds, international research will be considered.</p>
<p>Q: Approximately 30 days ago the Governor posted an Executive Order listing almost all North Florida Counties as areas subject to economic impact as a result of the Deepwater Horizon accident. We represent a county that is not coastal, but is attached to two coastal counties. Madison County was listed on the Executive Order. What potential benefits exist for Madison County as a result of being included in this order?</p>	<p>It does not appear that Madison County is currently a part of the most recent Executive Order 10-132 on June 18 which extends Governor Christ's declaration of a State of Emergency in Escambia, Santa Rosa, Okaloosa, Walton, Bay, Gulf, Franklin, Wakulla, Jefferson, Taylor, Dixie, Levy, Citrus, Hernando, Pasco, Pinellas, Hillsborough, Manatee, Sarasota, Charlotte, Lee, Collier, Monroe, Miami-Dade, Broward and Palm Beach counties due to the Deepwater Horizon Incident. A copy of this Executive Order and previous orders may be found at http://www.dep.state.fl.us/deepwaterhorizon/.</p>
<p>Q: We have heard horror stories about the long term impact of the spill which include total degradation of the gulf and enormously increased environmental events such as red tide blooms etc. Has there been any reliable scientific inquiry into the long term impact of this spill?</p>	<p>As we can't speculate or accurately predict the long-term scientific impact of the spill, we are referring you to the information provided by the National Oceanic and Atmospheric Administration (NOAA). You can obtain their official trajectory and forecast information at http://response.restoration.noaa.gov/dwh.php?entry_id=809.</p>
<p>Q: Has any consideration been given to emphasizing how far the oil spill is from various Florida cities? There has to be some way to emphasize that many Florida beaches are far away from the spill without throwing the Panhandle under the bus. The VISIT FLORIDA TV ads developed with the 25Million BP funds seem to be focused on the Panhandle. Will ads be developed for the rest of the state?</p>	<p>As NW Florida was the first Florida area in the path of destruction, the Governor's office focused the first media buys on assisting them. We then produced ads that focused on all Florida which ended with 10 second tags promoting different destinations. In addition, VISIT FLORIDA continues to serve the whole state through our comprehensive marketing program.</p>
<p>Q: What is Visit Florida doing or planning to do to ensure accurate information is given to the American and European public as to exactly what areas are affected and what areas remain unaffected? For instance, the majority of the Gulf Coast is unaffected but there is still a misconception that all beaches in Florida have oil on them.</p>	<p>There is no doubt that misinformation is a big challenge. That is why we launched the Florida Live information platform and why we mounted an aggressive media outreach campaign to help get the word out. Over the last weeks, VISIT FLORIDA has reached out through dozens of interviews and media assists. In just this past week, our team assisted media outlets with reports that generated more than 466 million impressions. And we will keep reaching out.</p>

<p>Q: I operate an eco tour business here in the Florida Keys. We are lucky so far to still have no oil and no visible impacts here from the Deepwater Horizon oil gusher. However all the charter boats, hotels, etc. are suffering due to the perceived threat of an oil spill or tar balls or tar patties. I have been watching television and have seen you advertising the Gulf Shores as a tourist destination. Why haven't you also been encouraging tourists to come down here to the Keys where there is so far no impact from the gusher? It does not seem fair to us. Is it possible for you to give the Keys an equal representation?</p>	<p>You raise a very important question. Because NW Florida was the first Florida area in the path of destruction, the Governor's office focused the first media buys on assisting them. However, we subsequently produced ads that focused on all Florida which ended with 10 second tags promoting different destinations - including Monroe county. Your spot was part of a national cable and broadcast buy that ran from June 17 through June 27. In addition, VISIT FLORIDA continues to serve the whole state through our comprehensive marketing program. You might be interested to know that we have co-sponsored a TV program that will air on the Discovery Channel. The program was established a new kind of co-op with each show allowing different areas from the state to promote themselves. The Keys show is currently scheduled to be shooting late summer/early fall. In addition, the Florida Keys & Key West is included in a VISIT FLORIDA press released focused on Fourth of July events and vacation deals.</p>
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