## By The Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Information</th>
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<tbody>
<tr>
<td><strong>Earned Media</strong></td>
<td>600+ Media outlets assisted</td>
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<td></td>
<td>33 Million Print Impressions</td>
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<td></td>
<td>500 Million Online unique visitors (3 sites)</td>
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<td>70 Million Minimum broadcast viewers in national markets</td>
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<td><strong>Email/Newsletters</strong></td>
<td>193,500 Meeting planners and travel agents reached by email or newsletter</td>
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<td>895,000 Consumers reached by special emails &amp; newsletters</td>
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<td><strong>Social Media</strong></td>
<td>2000+ Photos shared by Florida residents</td>
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<td>52 Travel questions posted on Facebook</td>
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<tr>
<td></td>
<td>1077 Related comments &amp; likes</td>
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<tr>
<td><strong>Web</strong></td>
<td>46% Increase in June year-over-year visits to VISITFLORIDA.com</td>
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<tr>
<td></td>
<td>16% Increase in July year-over-year visits to VISITFLORIDA.com</td>
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April

- Florida activates Emergency Operations Center
- VISIT FLORIDA activates Deepwater Horizon crisis team
May

- Travel Update page (domestic and International)
- Escalate social media monitoring & response
- Launch Florida Live
- Request $2M from Economic Risk Fund
May

- Outreach for Florida fan content to feed Florida Live
- Launch online, TV and Radio campaign
- Add NW Florida tags to TV
- Send eblast to 610,000 driving to Florida Live
June

- MOU’s of $7.15M and 4.2M
- NW FL focused TV ads with tags
- National newspaper ads
- Launch Florida Live TV
- TV ads with Partner tags
- Beach advisories & worry-free reservations to Florida Live
July

- Fishing tagged TV ad
- NW Florida TV show
- Spanish Radio
- FWC partnership
- Live fishing show
- Launch fishing microsite: www.Fishingcapital.com
Research Recap

Conde Nast Traveler Research Center

- Readers believed that there was oil on these Florida beaches:
  - Northwest Florida (Destin 58%, Panama City 63% and Pensacola 73%)
  - West Coast beaches from St. Pete to The Florida Keys (16%)
  - South Florida from Miami to Palm Beach (8%)
  - East Coast from Daytona to Amelia Island (5-6%)
Research Recap

YPartnership

- Travelers were less likely to visit the following beaches in July & August

- Pensacola: -28%
- Destin/Ft. Walton Beach: -27%
- Panama City Beach: -27%
- Jacksonville Beach: -23%
- Amelia Island/North Florida Beaches: -23%
- Sarasota/Bradenton: -22%
- Naples/Marco Island: -22%
- St Petersburg/Clearwater: -21%
- Miami Beach: -21%
- Cocoa Beach/Space Coast: -20%
- Ft Lauderdale: -20%
- St Augustine: -19%
- Florida Keys: -18%
SMARI

- Advertising Impact from Super 6 campaign increased advertising ROI
  - $147 - $1 and $9-$1 in taxes
  - Previously $55 - $1 and $3-$1
- 33% were aware of the Deepwater ads
- 42% of those that were aware of the ads were very likely to visit Florida in the next 2 years vs. 34% of those that were unaware of the ads
Research Recap

Kerr & Downs

• VISIT FLORIDA Deepwater Horizon Advertising had a positive impact on Summer travel
  • 49% of respondents noticed the ads (HUGE awareness)
  • 22% attributed the advertising to VISIT FLORIDA
  • Key messages resonated with high message/theme recall
  • 31% of people who visited www.VISITFLORIDA.com were more likely to visit Florida before Labor Day
Market Share