VISIT FLORIDA OUTREACH
JULY 13, 2010 DAILY UPDATE

LEADERSHIP

• JULY 12: VISIT FLORIDA President & CEO, Chris Thompson, participated in the visit of the First Lady, Michelle Obama, to the Gulf Coast. Fifteen tourism and local officials from the region were in attendance for an informal discussion on the impact of the Deepwater Horizon Oil Spill on both the economy and tourism.

• JULY 12: VISIT FLORIDA President & CEO, Chris Thompson, and Chief Marketing Officer, Will Seccombe, attended the Florida Senate Select Committee on Florida’s Economy held in Pensacola.

MEDIA OUTREACH

• **July 12:** VISIT FLORIDA promoted tourism to the state by providing editorial content about Florida Live to the travel industry publication *Courier* magazine, which reaches travel professionals including tour operators and travel agents.

• **CONTINUING:** VISIT FLORIDA is assisting media with inquiries related to tourism and the Deepwater Horizon Oil Spill in an effort to better inform the media – and ultimately potential visitors – regarding our travel planning resources and marketing efforts. Significant media outreach includes CNNMoney.com and Tampa Bay Business Journal.

• **CONTINUING:** VISIT FLORIDA continues to provide visitors with accurate information on the Deepwater Horizon Oil Spill impact on the Florida coastline and the tourism opportunities available.

• **CONTINUING:** VISIT FLORIDA continues to highlight Florida travel deals and items of interest to the public using social media including Facebook, Twitter and the daily blog at www.sunshinematters.org.

• Daily media coverage report highlighting oil spill and Florida stories are posted to www.sunshinematters.org.

MARKETING OUTREACH - ADVERTISING

• **CONTINUING:** VISIT FLORIDA completed production on the “More Than Enough” TV spot to include the revised 10 second partner tags for Panama City, Okaloosa, Sarasota, and Florida Fish and Wildlife. The spots will be included in the current television buy.

• **CONTINUING:** Television advertising on national cable and broadcast will continue through July 16, delivering approximately 210 million impressions in Northwest Florida feeder markets, regional markets and major metropolitan markets that have been historically strong for Florida.

• **CONTINUING:** Radio ads promoting Florida beaches are running in more than 25 markets delivering approximately 27 million impressions through July 16.

• **CONTINUING:** newspaper inserts and online ads from the “Florida Reflections” campaign focus on history and heritage vacationers while the “Florida Summer” campaign promotes in-state travel by Florida residents. Combined impact is more than 30 million impressions.
INTERNET OUTREACH

- **CONTINUING:** The Florida Live web page provides webcams, real time photos, Twitter feeds and beach condition updates, view Florida Live at [www.VISITFLORIDA.com/floridalive](http://www.VISITFLORIDA.com/floridalive). We now have more than 1,800 fan photos posted to the Facebook page driving the real-time images.

- **CONTINUING:** VISIT FLORIDA YouTube channel for Florida Live TV now has 65 videos with more than 32,000 views. This week’s travels include Anna Maria Island and Sarasota before heading to the Keys.