VISIT FLORIDA OUTREACH
JULY 29, 2010 DAILY UPDATE

LEADERSHIP

- **JULY 28:** VISIT FLORIDA executive team was interviewed by the *Florida News Network, Capital News Service* and *Florida Trend* to discuss the ongoing marketing response efforts and to bring awareness to the Deepwater Horizon Oil Spill and the impact on tourism.

- **JULY 29:** VISIT FLORIDA Chief Marketing Officer, Will Seccombe, participated in the Hillsborough County Hotel and Motel Association outlook forum where the Deepwater Horizon oil spill was discussed, along with the economic outlook.

MEDIA OUTREACH

- **JULY 29:** VISIT FLORIDA public relations team issued a media advisory on the live television show “Florida: The Fishing Capital of the World” which airs on Versus television on Friday, July 30th.

- **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 *Smart Travel blog (The Palm Beach Post), Bloomberg, and WorldGolf.com.*

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

- **CONTINUING:** VISIT FLORIDA continues to highlight Florida travel deals and items of interest to the public using social media including Facebook and Twitter.

INTERNET OUTREACH

- **ONGOING:** The Florida Live web page providing webcams, real time photos, Twitter feeds and beach condition updates. ([www.VISITFLORIDA.com/floridalive](http://www.VISITFLORIDA.com/floridalive)) We now have more than 2,200 fan photos posted to the Facebook page driving the real-time images.

- **ONGOING:** Florida Live TV - The YouTube channel now has 81 videos with more than 40,000 views. The host is currently traveling in Southeast Florida. He's also loaded more than 930 images to the Florida Live Flickr account.

- **UPDATE:** More sites are embedding parts of Florida Live on their own websites. Sites interested in embedding parts of Florida Live should e-mail FloridaLive@VISITFLORIDA.org.