LEADERSHIP

- **AUGUST 6-12:** VISIT FLORIDA President & CEO, Chris Thompson, was interviewed by Touristik Aktuell and Bloomberg News discussing the ongoing marketing response efforts to bring awareness to the Deepwater Horizon Oil Spill and the impact on tourism.

MEDIA OUTREACH

- **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 Canadian Travel Press, CBS Channel 10 in Tampa/St. Petersburg, Florida Times Union, Asian Correspondent, Palm Beach Post, WCTV in Tallahassee, CNN, Meeting Professionals International and Capital Dateline Online.
- **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.

PUBLIC AFFAIRS OUTREACH

- **AUGUST 12:** VISIT FLORIDA participated in a conference call of Workgroup 2 of the Deepwater Horizon Response and Recovery Workgroups. VISIT FLORIDA officials answered questions and provided its assessment of the negative impact of the Deepwater Horizon oil spill on tourism in Florida. Information provided explained the strategy of VISIT FLORIDA for both the BP tourism dollars and yearly budget in respect to outreach to visitors. The workgroup is chaired by Representative Marlene O'Toole and was attended via conference by Representatives Gwendolen Clarke-Reed, Brad Drake and Scott Plakon.

INTERNET OUTREACH

- **ONGOING:** The Florida Live web page providing webcams, real time photos, Twitter feeds and beach conditions updates. ([www.VISITFLORIDA.com/floridalive](http://www.VISITFLORIDA.com/floridalive)) We now have more than 2,400 fan photos posted to the Facebook page driving the real-time images.
- **ONGOING:** Florida Live TV - The YouTube channel now has 92 videos with more than 45,000 views. The host is taking a break from traveling for a few days, but will be back on the road soon to finish traveling the east coast.
- **VISIT FLORIDA** removed the beach advisories on the real-time map. The Florida Department of Health is no longer issuing oil impact notices for product present on beaches. Notices are provided to citizens and visitors that indicate product impacts could occur or that product may be seen in the area.