LEADERSHIP

- **AUGUST 13-19:** VISIT FLORIDA President & CEO, Chris Thompson, was interviewed by the *Washington Times*, *FVW* and *TravelTalk* discussing the ongoing marketing response efforts to bring awareness to the Deepwater Horizon Oil Spill and the impact on tourism.

MEDIA OUTREACH

- **AUGUST 17:** VISIT FLORIDA shared industry insights and lessons learned from the Deepwater Horizon Oil Spill with marketing and public relations professionals at PR Gold Coast Council’s monthly meeting in Palm Beach County. The meeting provided an opportunity for VISIT FLORIDA to speak with partners and multi-industry representatives about the importance of maintaining consumer trust during a crisis.
- **AUGUST 13-19:** 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 *JET* magazine, *Travel + Leisure* magazine, *El Nuevo Herald*, *Orlando Sentinel*, *Travel Research Online*, *Al Jazeera TV*, *Sports Illustrated*, *USA Today* and the *Sun Sentinel*.
- **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.