NOTE: This is the final report for the Deepwater Horizon oil spill response for VISIT FLORIDA. The team will continue to monitor and respond to the situation, maintaining contact with state emergency operation center ESF 14, and will post relevant information to www.sunshinematters.org.

LEADERSHIP

- **AUGUST 20-26:** VISIT FLORIDA executive team was interviewed by the Florida News Network, Miami Herald and Orlando Sentinel discussing the ongoing marketing response efforts to bring awareness to the Deepwater Horizon Oil Spill and the impact on tourism.

MEDIA OUTREACH

- **AUGUST 20-26:** VISIT FLORIDA continues to promote Florida tourism opportunities through outreach activities including a press release on travel opportunities within Florida for Labor Day and a media alert highlighting VISIT FLORIDA’s co-sponsorship with American Express of the Discovery Channel TV show “Affordable Luxury” in Miami, produced by Florida Travel + Life magazine.

- **AUGUST 20-26:** 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 Sports Illustrated, Canadian Travel Press, Florida Tribune, CNNMoney.com, Miami Herald, WUSF, Mediapost Marketing Daily, London Daily Telegraph, Fortune.com, Orlando Sentinel, Reuter, The Palm Beach Post, The Miami Herald, CBS News, AARP, and Southern Living magazine.

- **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.

INDUSTRY OUTREACH

- **VISIT FLORIDA** held a webinar yesterday which included a recap of our statewide response efforts for the Florida brand, along with recent research findings related to Florida travel. A copy of the webinar and Deepwater Horizon Crisis Response timeline, which chronicles the launch of the Florida Live platform and includes the critical marketing, communications and advertising steps taken to address the crisis and counter misperceptions surrounding the effects of the oil spill on Florida is available at www.VISITFLORIDA.org/deepwaterhorizon. Though the webinar served a recap of the statewide response efforts to date, by no means are VISIT FLORIDA’s response efforts finished and www.SunshineMatters.org will serve as the primary mechanism to keep the tourism industry informed as the situation evolves.