VISIT FLORIDA OUTREACH
JUNE 16, 2010 DAILY UPDATE

LEADERSHIP
• June 14 and June 15: VISIT FLORIDA President & CEO, Chris Thompson, participated in panel discussions with U.S. Senator George LeMieux (FL) and Chris Jones (brother of Deepwater Horizon victim) to discuss the impact of the Deepwater Horizon Oil Spill on Florida and tourism.
• Since the beginning of June, Thompson has participated in dozens of media interviews with well-known outlets including Fox News, CNBC and the BBC.

MEDIA OUTREACH
• May 1 – June 14: VISIT FLORIDA Corporate Communications office spoke with over 125 unique media outlets and responded to 400 media inquires.
• June 14 – June 15: VISIT FLORIDA has responded to 10 media inquires including CBS Evening News, AP Travel, New York Times, BBC Radio, and Canadian Broadcasting Company.
• Proactive media outreach included: CNN Espanol, Travel + Leisure magazine, Philadelphia Sun, Sherman’s Travel online, Taking the Kids travel blog and Jacksonville magazine.
• Daily media coverage report highlighting oil spill and Florida stories posted to www.sunshinematters.org.
• Working with Die Ziet, a German-based newspaper for NW Florida coverage.

MARKETING OUTREACH
Television
• June 7: TV spot “Need to Know” launched highlighting beaches of NW Florida. The 30-second spot included 10 second tags for local county partners including Perdido Key, Escambia, Franklin, Okaloosa, Santa Rosa and Wakulla.
• CONTINUING: TV spots are projected to provide 300 million impressions and are currently running in NW Florida feeder markets (Atlanta, Birmingham, Charlotte, Dallas, Houston, Raleigh and St. Louis), historically strong major metropolitan markets (New York, Chicago, Philadelphia, Washington, DC, Detroit, Cleveland and Baltimore) and regional markets (Albany, Augusta, Austin, Baton Rouge, Chattanooga, Columbus, Greenville, Spartanburg, Asheville, Jackson, Knoxville, Lexington, Little Rock, Macon, Memphis, Montgomery, Nashville, New Orleans and Shreveport).

Radio
• CONTINUING: radio ads running now are projected to deliver 55 million impressions in designated markets including, Albany, GA, Atlanta, Augusta, Baltimore, Beaumont-Pt. Arthur, Birmingham, Bryan-College-Station, Charlotte, Chattanooga, Columbus, GA, Dallas/Ft. Worth, Houston, Jackson, MS, Lexington, Little Rock, Macon, Memphis, Nashville, New Orleans, Raleigh, Shreveport, St. Louis, Tuscaloosa, Waco and Washington, DC.
Print

• “Florida Reflections” print campaign targeting special-interest vacationers (history and heritage) with online and newspaper inserts and runs through September 30, 2010. In markets including New York, Boston, Connecticut, New Jersey, Chicago, Atlanta, Philadelphia, Baltimore, Washington DC, Alabama, Tennessee and Virginia.

Early Results

• VISIT FLORIDA television ad “Open for Business” which ran May 22 – June 6 generated an increase in impressions on www.visitflorida.com during two-week period (as compared to 2009). Atlanta: +69%; Birmingham: +118%; Charlotte +93%; Dallas +54%; Houston +73%; Nashville +147%; New Orleans +57%; Raleigh/Durham +120%; St Louis +85%. The exception was Baltimore which was relatively flat at +4.4%.

• VISIT FLORIDA television ad “Need to Know” which ran June 7 – 13 generated a positive increase in impressions to www.visitflorida.com compared to same timeframe in 2009. Atlanta +64%, Birmingham +177%, Charlotte +69%, Dallas +60%, Houston +66%, Nashville +153%, New Orleans +80%, Raleigh/Durham +35%, and St Louis +108%.

INTERNET OUTREACH

• CONTINUING: Florida Live @ VISIT FLORIDA consumer platform which provides webcams, real time photos, twitter feeds and beach condition updates. www.visitflorida.com/floridalive Florida Live TV launched June 1st and currently has 25 videos posted with over 87,000 views.

• New Florida Live “Widgets” will be available week of June 21 and will enable other web sites to host branded links to Florida Live.

INDUSTRY OUTREACH

• June 14: VISIT FLORIDA was represented by Kimberly Faulk, Industry Relations Director, at the 4th annual meeting of the Florida Association of Ticketing. VISIT FLORIDA provided a 45 minute presentation to update efforts on Deepwater Horizon Response, marketing efforts, and the Share a Little Sunshine campaign. FLOAT promotes the common interests of persons and entities that are a part of the ticketing industry in the state of Florida, through supporting each other with shared knowledge, experience, information and ideas.

OTHER OUTREACH

• I-10 Welcome Center employees are visiting the beaches in Northwest Florida two to three times a week to take photographs of the local activities and provide firsthand reports to visitors.