LEADERSHIP

• June 24: VISIT FLORIDA President and CEO, Chris Thompson, conducted an interview with Fox News.

MEDIA OUTREACH

• June 24: VISIT FLORIDA assisted The Fiscal Times to provide details on the Deepwater Horizon Oil Spill.
• June 24: Together with FRLA, VISIT FLORIDA sponsored a full page, four-color ad promoting Florida's beaches in the June 24 edition of the New York Times. The "Florida is Open for Business" ad drove readers to Florida Live at VISITFLORIDA.com to, "find live beach cams, up-to-the-minute local updates, daily video, great deals, live weather and real photos of real people enjoying the Sunshine State right now." A companion advertorial emphasized that, "most of Florida's coast is completely unaffected by the spill" and "all those unique attractions that have made Florida our country's vacation capital remain as compelling as ever." Both pages feature photographs of great Florida destinations and vacation activities.
• June 24: VISIT FLORIDA conducted interviews or assisted with seven media inquiries including USA Today, the BBC, Fox News and the Capital News Service.
• CONTINUING: VISIT FLORIDA is developing a press release focusing on tourism destinations around Florida where Visitor Bureau websites are providing a platform similar to Florida Live to highlight their destinations during the Deepwater Horizon Oil Spill.
• CONTINUING: VISIT FLORIDA, in concert with our Communications Committee, is developing content and resources addressing hurricane preparedness and the Deepwater Horizon Oil Spill.
• CONTINUING: VISIT FLORIDA is actively working with partners to develop content for a press release on events for the Fourth of July weekend to inform consumers about vacation opportunities driving in-state travel.
• CONTINUING: VISIT FLORIDA continues to highlight Florida travel deals and items of interest to the public using social media including Facebook, Twitter and the daily blog at www.sunshinematters.org.
• CONTINUING: Since the beginning of June, VISIT FLORIDA President and CEO, Chris Thompson, has participated in dozens of media interviews with well known outlets including USA Today, Fox News, CNBC, MSNBC and the BBC.
• Daily media coverage report highlighting oil spill and Florida stories are posted to www.sunshinematters.com.
ADVERTISING

- **June 25:** Current television and radio advertising campaign runs through June 27. The next wave of advertising will run through July 16 and plans are being finalized.

- **CONTINUING:** VISIT FLORIDA in partnership with the Florida Fish and Wildlife Commission is producing a new :30 television spot focusing on fishing across the state. The spot will be completed in the next week and will air as part of the next buy.

- **CONTINUING:** VISIT FLORIDA is producing a :10 tag for Florida State Parks that will be added into rotation with the other 22 county partner tags.

- **CONTINUING:** VISIT FLORIDA is recording the current “More Than Enough” spot with a Spanish voice over and will air in Atlanta, Houston and Dallas on Univision and Telemundo during the World Cup through July 11.

- **CONTINUING:** VISIT FLORIDA in Partnership with Florida Travel + Life, is producing a Northwest Florida segment titled “The Unexplored Coast” which will air July 17 on Discovery Channel, Discovery HD Theatre and Sun Sports. The show will reach an estimated 150 million households and feature beaches from Wakulla Springs to Pensacola. The show will also be available to view on [www.FloridaTravellLife.com/tv](http://www.FloridaTravellLife.com/tv) beginning July 17.

- **CONTINUING:** “Florida Reflections” print campaign targeting special-interest vacationers (history and heritage) with online and newspaper inserts and runs through September 30. In markets including New York, Boston, Connecticut, New Jersey, Chicago, Atlanta, Philadelphia, Baltimore, Washington DC, Alabama, Tennessee and Virginia. “Florida Summer” focuses on promoting intra-state travel among Florida residents and runs through October 20.

INTERNET OUTREACH

- **CONTINUING:** The Florida Live web page provides webcams, real time photos, Twitter feeds and beach condition updates; view Florida Live at [www.VISITFLORIDA.com/floridalive](http://www.VISITFLORIDA.com/floridalive). Florida Live TV launched June 1st and currently has 42 videos posted with more than 17,000 views of these videos. The most recently added videos feature Sandestin Golf and Beach Resort Marina and Kayaking at Sandestin. The Florida Live page on [www.VISITFLORIDA.com](http://www.VISITFLORIDA.com) site has received more than 160,400 visits since its launch May 11.

OTHER OUTREACH

- **June 24:** VISIT FLORIDA promoted Florida Live platform through the June edition of the Promo Insider newsletter emailed to 1077 tourism associates.

- **CONTINUING:** In an effort to help VISIT FLORIDA promote Florida Live, Travel Leaders - the largest travel agency franchisor in North America – shared the platform to its network of 370 travel agents via its Network News, Results and Daily News internal publications. In addition, they featured a special Florida newsfeed on their Twitter and Facebook pages. VISIT FLORIDA is currently reaching out to other travel trade organizations to encourage similar campaigns.