VISIT FLORIDA OUTREACH
JUNE 28, 2010 DAILY UPDATE

LEADERSHIP
• VISIT FLORIDA, President & CEO, Chris Thompson continues to conduct interviews with major news outlets. During the month of June, Thompson participated in dozens of media interviews with well known outlets including USA Today, Associated News, Fox News, CNBC, Gannett, MSNBC and the BBC.

MEDIA OUTREACH
• JUNE 25-28: VISIT FLORIDA conducted interviews or assisted with four media inquiries including Fox News and Country Music Television (CMT).
• JUNE 25: VISIT FLORIDA received accreditation from Destination Marketing Association International. Florida is First State to Achieve Destination Marketing Accreditation.
• JUNE 28: VISIT FLORIDA distributed a news release to Florida Legislators and Committee Staff on the DMAP accreditation.
• CONTINUING: Last week, VISIT FLORIDA generated 466 million online and broadcast reports impressions from media outlets that included, among others, CNN, CNBC and CBS News.
• CONTINUING: VISIT FLORIDA continues to assist the Official Florida Welcome Center staff with current consumer messaging points to address traveler’s concerns in regards to 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.
• Daily media coverage report highlighting oil spill and Florida stories are posted to www.sunshinematters.com.

INDUSTRY OUTREACH
• CONTINUING: VISIT FLORIDA continues to provide resources to Partner and Industry members such as Palm Cards, FAQ’s, recordings of recent industry webinars and accompanying Q&A. Updated resources are available via the Crisis Preparation section of VISITFLORIDA.org at VISIT FLORIDA Crisis Preparation.

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. Florida Live TV launched June 1st and currently has 47 videos posted with more than 20,800 views of these videos. The most recently added video feature St. George Island, Apalachicola, Carrabelle and the Oystermen of Apalachicola Bay. The Florida Live page on www.VISITFLORIDA.com site has received more than 129,000 visits since its May 11 launch.