VISIT FLORIDA OUTREACH
JUNE 29, 2010 DAILY UPDATE

LEADERSHIP
- **JUNE 29:** VISIT FLORIDA President & CEO, Chris Thompson, along with Steve Perry of the New Orleans Convention and Visitor Bureau, Adam Sacks with Oxford Economics and Tom Dow with Carnival Corporation & PLC participated in a pre-briefing breakfast with Roger Dow and staff of the U.S. Travel Association in Washington DC.
- Thompson participated in a congressional briefing sponsored by the U.S. Travel Association, the American Hotel & Lodging Association and the National Restaurant Association. The briefing focused on the impact of the Deepwater Horizon Oil Spill on the tourism industries in the Gulf region. Experts provided insight on the economic significance of travel, how perceptions of the spill are affecting travel, potential long-term impacts of the spill and policy proposals to start the region on a road to recovery.
- **JUNE 28:** VISIT FLORIDA, President & CEO, Chris Thompson conducted interviews with the *Wall Street Journal* and the *Gainesville Sun* on the Deepwater Horizon Oil Spill.

MEDIA OUTREACH
- **JUNE 29:** VISIT FLORIDA conducted interviews and assisted with six media inquiries including *CNN Money*, *Wall Street Journal*, and the *New York Daily*.
- **CONTINUING:** VISIT FLORIDA is actively working with domestic and international media including, but not limited to *Metro International*, *CorpoCaribe*, and *Traveling In My World* on press trips and background on the Deepwater Horizon Oil Spill response.
- **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 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](http://www.sunshinematters.org).
- Daily media coverage report highlighting oil spill and Florida stories continue to be posted to [www.sunshinematters.org](http://www.sunshinematters.org).

ADVERTISING
- **JUNE 28:** VISIT FLORIDA’s next wave of media including television advertising will run on national cable and broadcast from June 30 – July 16. The advertising campaign will deliver approximately 210 million impressions and continue to run in the Northwest Florida Feeder markets (Atlanta, Birmingham, Charlotte, Dallas, Houston, Raleigh, St. Louis), Major Metropolitan markets that are historically strong for Florida (New York, Chicago, Philadelphia, Washington, DC, Detroit, Cleveland and Baltimore) and Regional Markets (Albany, GA, Augusta, Austin, Baton Rouge, Chattanooga, Columbus, GA, Greenville/Spartanburg/Ashville, Jackson, MS, Knoxville, Lexington, Little Rock, Macon, Memphis, Montgomery, Nashville, New Orleans, and Shreveport).
• CONTINUING: Television spot “More than Enough” promoting Florida beaches will run at 100% rotation. The 30-second spot includes 10-second tags for local county partners including Perdido Key, Escambia, Franklin, Okaloosa, Santa Rosa and Wakulla. Northwest Florida partners will be given a 50% rotation with the remaining 50% rotation divided amongst the other Florida counties along the Gulf impacted by the Deepwater Horizon Oil Spill.

• CONTINUING: VISIT FLORIDA in partnership with the Florida Fish and Wildlife Commission is producing a new 30-second television spot focusing on fishing across the state.

• CONTINUING: VISIT FLORIDA is producing a 10-second 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 through July 16.

• CONTINUING: Currently running radio ads are projected to deliver 27 million impressions through July 16 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.

• 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.FloridaTravelLife.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.

INDUSTRY OUTREACH


INTERNET OUTREACH

• CONTINUING: The Florida Live web page provides webcams, real time photos, Twitter feeds and beach condition updates; and may be viewed at www.VISITFLORIDA.com/floridalive. Florida Live TV launched June 1st and currently has 48 videos posted that have received more than 21,000 views. The most recently added video features Weeki Wachee Springs and Buccaneer Bay. The Florida Live page on www.VISITFLORIDA.com site has received more than 132,000 visits since its May 11 launch.