VISIT FLORIDA OUTREACH
JULY 2, 2010 DAILY UPDATE

LEADERSHIP

• JULY 1: VISIT FLORIDA partnered with FACVB on a bi-weekly conference call with the CVB and TDC partners around Florida. Chris Thompson, President and CEO, updated the participants on the BP advertising dollars, latest Memorandums of Understanding (MOU) and recent participation in the congressional briefing on Deepwater Horizon Oil Spill and the Governor’s Economic Recovery Taskforce. Will Seccombe, Chief Marketing Officer, then provided an update on the second advertising buy running from June 30 - July 16. Following the presentations, several of the 57 participants asked questions or shared what is happening in their particular counties.

• INTERVIEWS: VISIT FLORIDA executive staff in an ongoing effort to bring awareness about marketing response efforts and consumer resources available for potential visitors in response to the Deepwater Horizon Oil Spill, has been interviewed with the following key media outlets: USA Today, NBC News, ABC News, Associated Press, Sunshine State News, Capital News Service and Long Island Business News.

MEDIA OUTREACH

• CONTINUING: VISIT FLORIDA is assisting media with inquiries related to tourism and the Deepwater Horizon Oil Spill response in an effort to better inform the media – and ultimately potential visitors – regarding our travel planning resources and marketing efforts. Significant media outreach includes NBC News, ABC News and the Associated Press.

• DRIVE MARKET: VISIT FLORIDA is proactively reaching drive market consumers; the Communications team reached out to AAA regarding Florida Live as a resource tool for travel planning. Ongoing discussions with AAA’s public relations department will involve future earned media efforts.

• SOCIAL MEDIA: 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.org.

OTHER OUTREACH

• TRAVEL TRADE: The VISIT FLORIDA sales team conducted an education session for travel agents at the Vacation.com Annual Conference in Orlando, presenting Florida Live and other tools VISIT FLORIDA is offering to concerned travelers.

INDUSTRY OUTREACH

• RESOURCES: 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 www.VISITFLORIDA.org/DeepwaterHorizon.