VISIT FLORIDA OUTREACH
JULY 8, 2010 DAILY UPDATE

MEDIA OUTREACH

- **JULY 7:** VISIT FLORIDA Public Relations Committee held first meeting to develop a strategy to counteract the negative perceptions due to the Deepwater Horizon Oil Spill. The strategy will include receptions and missions focused on key markets.
- **CONTINUING:** VISIT FLORIDA continues to provide visitors with accurate information on the Deepwater Horizon Oil Spill impact on the Florida coastline and the tourism opportunities available.
- **CONTINUING:** VISIT FLORIDA is supporting a freelance journalist on the Florida Live platform providing details on the program and Florida beaches. The journalist will provide information to national media, including *Southern Hospitality* magazine and *PlanetEye Traveler*.
- **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.org.

MARKETING OUTREACH - ADVERTISING

- **CONTINUING:** VISIT FLORIDA completed production on the “More Than Enough” TV spot to include the revised 10 second partner tags for Panama City, Okaloosa, Sarasota, and Florida Fish and Wildlife. The spots will be included in the current television buy.
- **CONTINUING:** Television advertising on national cable and broadcast will continue through July 16, delivering approximately 210 million impressions in Northwest Florida feeder markets, regional markets and major metropolitan markets that have been historically strong for Florida.
- **CONTINUING:** Radio ads promoting Florida beaches are running in more than 25 markets delivering approximately 27 million impressions through July 16.
- **CONTINUING:** newspaper inserts and online ads from the “Florida Reflections” campaign focus on history and heritage vacationers while the “Florida Summer” campaign promotes in-state travel by Florida residents. Combined impact is more than 30 million impressions.

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. We now have more than 1,700 fan photos posted to the Facebook page driving the real-time images.
- **CONTINUING:** Our own Florida Live TV YouTube channel now has 59 videos with more than 29,000 views. This week’s travels include southwest Florida and the Everglades. Next week, Florida Live TV will be heading to the Keys.