



## How to Activate Your 10 Core Marketing Partner Benefits

- 1. An Enhanced Web Listing on VISITFLORIDA.com (\$365 value)**  
Go to VISITFLORIDA.org, click “Partner Portal” and login with your username and password. To update your web listing, download the step-by-step guide on the home page of the Partner Portal or at VISITFLORIDA.org/Web\_Guide.
- 2. A business listing in the *Official Florida Vacation Guide* (\$5,000 value)**  
You must be a current Marketing Partner by June 30 of each year to ensure a listing in the next year’s *Vacation Guide*. The information printed in the *Guide* is pulled directly from your listing on VISITFLORIDA.com. You may be asked to verify the information prior to the *Guide* being published.
- 3. Access to VISIT FLORIDA’s Online Hospitality Training Program (\$1,500 value)**  
Marketing Partners can request a discount code by emailing Training@VISITFLORIDA.org. This code can be used for all of your front-line employees to access the training modules. Once you receive the discount code, go to VISITFLORIDA.org/Training, and click the “Begin Training” button.
- 4. Download sales contacts for meeting planners, travel agents and tour operators (\$1,000 value)**  
Download lists with full contact information for meeting planners, travel agents and tour operators who attend our domestic events. Lists are posted 60 days after each event. Download the files at VISITFLORIDA.org/Leads.
- 5. Receive discounts on brochure distribution & participate in the lobby booth display program at the Official Florida Welcome Centers (\$160 value)**  
To view all Welcome Center programs, go to VISITFLORIDA.org. In the menu, hover over the “Programs” tab, select “Welcome Centers” in the drop down menu.
- 6. Access to Research data of visitor profiles, trends and international information (\$50,000 value)**  
Go to VISITFLORIDA.org/Research. You can access dashboard, infographics, FAQs, the annual Visitor Study and Partner Tools. Information is restricted to Marketing Partners, so you will need to log-in with your username and password. For questions, email Research@VISITFLORIDA.org.
- 7. Promote Partner-to-Partner specials offers and discounts (\$720 value)**  
Partner specials are discounts and deals offered to other VISIT FLORIDA Partners. To review submission guidelines, go to submit VISITFLORIDA.org/PartnerSpecials and click “review guidelines.”
- 8. Submit consumer-facing social media posts (\$1,000 value)**  
Social Media posts should share fresh news and inspire consumers to visit Florida! Go to VISITFLORIDA.org/Social and complete the submission form. Be sure to submit your best images. Your submission will be reviewed by our social media team prior to posting. For questions, email SocialMedia@VISITFLORIDA.org.
- 9. Access to free webinars on marketing techniques and industry trends (\$1,200 value)**  
Register for upcoming webinars at VISITFLORIDA.org/Webinars. To view past industry webinars, go to VISITFLORIDA.org/Library.
- 10. Download pictures from image library and use the VISIT FLORIDA Partner logo (\$1,000 value)**  
Looking to spice up your website or brochure with Florida photos? Go to VISITFLORIDA.org/ImageLibrary and download high resolutions images for free. To access the Partner logo, go to VISITFLORIDA.org, click “Resources” and select “Image Downloads” from the drop down menu.

**Need help? Contact the Industry Relations Team**  
**Industry Hotline: (877) 435-2872 | Email: partner@VISITFLORIDA.org**