



## 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, there is a step-by-step guide on the home page of the Partner Portal to assist.

### 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](mailto: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](http://VISITFLORIDA.org/Training), and click the "Begin Training" button.

### 4. Download sales contacts for meeting planners, travel agents and tour operators (\$1,000 value)

You can download lists with full contact information of meeting planners, travel agents and tour operators who attend VISIT FLORIDA's domestic events. Go to VISITFLORIDA.org, click "Resources", click "Directories", click "Sales Contacts" and download the Excel lists. These lists are posted 60 days after the completion of each event.

### 5. Receive discounts on brochure distribution & participate in the lobby booth display program at the Official Florida Welcome Centers (\$160 value)

Go to [VISITFLORIDA.org/Planner](http://VISITFLORIDA.org/Planner) → click "Start Planning" → Select "Welcome Center" as the program type. Click "Apply Filters" for brochure distribution, click "Welcome Center Brochure Rack Space Display Program." For lobby booth display, click "Welcome Center Promotional Lobby Booth." Be sure to bring a tablecloth, giveaways and brochures to interact with visitors.

### 6. Access to Research data (visitor profiles, trends and international data) (\$50,000 value)

Go to [VISITFLORIDA.org/Research](http://VISITFLORIDA.org/Research). You can access dashboards, infographics, Partner Tools and the Visitor Study by logging in with your VISIT FLORIDA Partner username and password. For questions, email [research@VISITFLORIDA.org](mailto:research@VISITFLORIDA.org).

### 7. Promote Partner-to-Partner specials and discounts (\$720 value)

Partner specials are discounts and deals offered to other VISIT FLORIDA Partners. To review submission guidelines, go to [VISITFLORIDA.org/Partner Specials](http://VISITFLORIDA.org/Partner%20Specials) and click "review the guidelines."

### 8. Submit posts to appear on VISIT FLORIDA's consumer-facing social media pages (\$1,000 value)

Social media posts should share fresh news and inspire consumers to visit Florida! Go to [VISITFLORIDA.org/Social](http://VISITFLORIDA.org/Social), and complete the submission form. Be sure to submit your best images. The information you provide will be reviewed by our social media team prior to posting.

### 9. Access to free webinars on marketing techniques and industry trends (\$1,200 value)

Register for upcoming webinars at [VISITFLORIDA.org/Webinars](http://VISITFLORIDA.org/Webinars). To view past industry webinars, go to [VISITFLORIDA.org/Library](http://VISITFLORIDA.org/Library).

### 10. Download pictures from VISIT FLORIDA's image library, as well as use the VISIT FLORIDA Partner logo to (\$1,000 value)

Go to [VISITFLORIDA.org](http://VISITFLORIDA.org) click on the "Resources" tab. Click "Image Downloads" and select photographs or Partner logos.

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