

How to Activate Your 10 Core Marketing Partner Benefits



ENHANCED WEB LISTING ON VISITFLORIDA.COM

Go to Portal.VISITFLORIDA.org and login with your username and password. To update your web listing, follow the step-by-step guide at VISITFLORIDA.org/Web_Guide.

BUSINESS LISTING IN THE OFFICIAL *FLORIDA VACATION GUIDE*

Your Marketing Partnership must be current 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 the information in your Enhanced Web Listing. Verify this information by logging into the Partner Portal, click **Listings**, then **Guide Info**.

SMALL BUSINESS MARKETING TOOLKIT

Go to VISITFLORIDA.org/Toolkit to log in and to access to over thirty marketing, advertising and PR resources designed to improve your marketing efforts and drive business growth.

DISCOUNTS ON BROCHURE DISPLAY AND OTHER PROGRAMS AT THE OFFICIAL FLORIDA WELCOME CENTERS

Reach thousands of travelers who stop into our Welcome Centers by participating in brochure rack display, transparency display and more at free or discounted rates. Learn more at those opportunities in the [Welcome Center section](#) of VISITFLORIDA.org.

VISITOR RESEARCH & INFORMATION

Go to VISITFLORIDA.org/Research to access dashboard, infographics, FAQs, the annual *Visitor Study* and Partner tools.

SUBMIT SOCIAL MEDIA POSTS

Share fresh news and inspire consumers to visit Florida! Go to VISITFLORIDA.org/Social and complete the submission form for consideration of your post to be used across VISIT FLORIDA's social media channels.

SHARE YOUR PRESS RELEASES

Promote your news on VISIT FLORIDA'S [media website](#). This site is designed to be a mutually beneficial tool for journalists and industry partners. To submit your news release for consideration, email the information to pr@visitflorida.org.

PARTNER-TO-PARTNER SPECIAL OFFER PROMOTION

Submit one *Partner-to-Partner special offer* each quarter. For instructions, go to VISITFLORIDA.org/PartnerSpecials and click "review the guidelines".

ACCESS TO THE LEARNING LIBRARY

Register for upcoming webinars at VISITFLORIDA.org/Webinars. To view past webinars, go to VISITFLORIDA.org/Library.

ACCESS THE IMAGE LIBRARY & PARTNER LOGO

Go to VISITFLORIDA.org/Resources/Image-Library. From there, you can choose **Photographs** to download high resolutions images for free; and choose **Partner Logos** to download an official Partner logo to show your affiliation with VISIT FLORIDA.

Need help? Email partner@VISITFLORIDA.org.