



## 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. Access to valuable resources in our new Small Business Marketing Toolkit (\$1,000 value)**  
Partners have exclusive access to over thirty marketing, advertising and PR resources designed to improve marketing efforts and drive business growth. Go to VISITFLORIDA.org/Toolkit to view and download resources.
- 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?**

**Email: [partner@VISITFLORIDA.org](mailto:partner@VISITFLORIDA.org)**