

How to Activate Your Marketing Partner Benefits



ENHANCED WEB LISTING ON VISITFLORIDA.COM

Go to Portal.VISITFLORIDA.org and log in with your username and password. To update your web listing, follow the step-by-step guide at VISITFLORIDA.org/Web_Guide. Qualifying business listings will be automatically included in the *Florida Trip Planner App!*

BUSINESS LISTING IN THE OFFICIAL FLORIDA VACATION GUIDE

Your Marketing Partnership must be current by July 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 reviewing your listing in the Partner Portal.

ACCESS TO THE VISIT FLORIDA LEARNING ACADEMY

Exclusive to VISIT FLORIDA Partners, the Learning Academy is an education portal that features over 100 articles on various digital marketing topics to promote your business online. To access the Academy go to VISITFLORIDA.org/Academy

SMALL BUSINESS MARKETING TOOLKIT

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

FREE LOBBY BOOTH DISPLAY & DISCOUNTS ON BROCHURE AND OTHER WELCOME CENTER PROGRAMS

Reach thousands of travelers who stop into our Welcome Centers by participating in the discounted brochure and/or transparency display, as well as the free lobby booth display program. Learn more about these opportunities at VISITFLORIDA.org/WelcomeCenters.

SOCIAL MEDIA POSTS

Share editorial-style content about your business and inspire consumers to visit Florida! Go to VISITFLORIDA.org/Social and complete the submission form for consideration of your post to be promoted across VISIT FLORIDA's social media channels.

ACCESS TO MARKETING WEBINARS

Register for upcoming webinars on marketing techniques and industry trends at VISITFLORIDA.org/Webinars. To view past webinars, go to VISITFLORIDA.org/Library.

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.”

VISITOR RESEARCH & INFORMATION

Go to VISITFLORIDA.org/Research to access infographics, FAQs, the annual *Visitor Study*, regional STR data, *Skift Research* Reports, and Partner Tools. The new interactive Data Dashboard can also be found in this section, and offers high level destination performance, recovery data, location analysis, international arrivals and lodging performance.

SHARE YOUR PRESS RELEASES AND PARTICIPATE IN PR PROGRAMS

Promote your news on VISIT FLORIDA’S media website, media.VISITFLORIDA.org. To submit your news release for consideration, email it to pr@VISITFLORIDA.org. Additionally, apply to participate in a FAM, host an Individual Press Trip, or consider attending a Media Mission or Reception in key markets. Learn more at VISITFLORIDA.org/PR.

ACCESS THE IMAGE LIBRARY & PARTNER LOGO

To browse the Image Library and download high resolution images for free, register and create a login (separate from the Partner Portal) at VISITFLORIDA.org/ImageLibrary. You can also download and use the Partner Logo to show your affiliation with VISIT FLORIDA by visiting VISITFLORIDA.org/PartnerLogo.

LEVERAGE ADVERTISING DISCOUNTS

Make your marketing budget go further with exclusive discounts (up to 25% off published rates) on a variety of co-op advertising opportunities, including broadcast, print, and digital. Go to VISITFLORIDA.org/Planner to view all current programs.

RECEIVE 5% DISCOUNT OFF OF NORTHSTAR MEETINGS GROUP EVENTS

Northstar Meetings Group’s events enable Lodging Partners to connect with meeting professionals sourcing programs across the U.S. Learn more about reserving your spot at VISITFLORIDA.org/Planner.