

2019 Winners



Creativity in Public Relations

- > **Bronze:** Punta Gorda Airport (PGD) for Creating BUZZ with Destination Spotlights
- > **Silver:** Canaveral Port Authority for Port Canaveral 65th Anniversary Celebration
- > **Henry:** Punta Gorda/Englewood Beach Visitor & Convention Bureau for Post-Red Tide Response

Direct Marketing

- > **Bronze:** The Beaches of Fort Myers & Sanibel for Vacation Date Email Campaign
- > **Silver:** Destination Panama City for Postcards From Panama City
- > **Henry:** The Florida Keys & Key West for "Rejuvenated" E-Newsletter Campaign

Internet Advertising

- > **Bronze:** Visit South Walton for South Walton's Stages of Travel Campaign
- > **Silver:** Santa Rosa County Tourist Development Office for Navarre Beach Content Videos
- > **Henry:** Cultural Council of Palm Beach County for Where Culture Always Shines - Brand Videos and Rich Media

Mixed Media Campaign

- > **Bronze:** Amelia Island Convention & Visitors Bureau for Amelia Island Augmented Reality Experience
- > **Silver:** Ocala/Marion County Visitors & Convention Bureau for Summer Families Campaign
- > **Henry:** Visit St. Pete/Clearwater for Experience Central Ave

Mobile Marketing

- > **Bronze:** Amelia Island Convention & Visitors Bureau for Amelia Island Augmented Reality Mobile App
- > **Silver:** The Florida Keys & Key West for Key West 3D Map
- > **Henry:** The Beaches of Fort Myers & Sanibel for Island Hopper Songwriter Fest Mobile App

Niche Marketing

- > **Bronze:** Visit South Walton for South Walton Meetings Discovery Box
- > **Bronze:** The Florida Keys & Key West for Weddings - Niche Marketing
- > **Silver:** Amelia Island Convention & Visitors Bureau for Shrimp Days of Summer
- > **Henry:** Visit Tampa Bay for The Many Layers of Tampa Bay

Out-of-Home

- > **Bronze:** Visit South Walton for South Walton's Dallas and Charlotte Airport Advertising
- > **Silver:** Visit Sarasota County for The Polar Vortex Challenge: Visit Sarasota County Brings the Beach to Midwest Cities
- > **Henry:** The Beaches of Fort Myers & Sanibel for Winter Transit

Print Advertising

- > **Bronze:** The Florida Keys & Key West for "Generations" Print
- > **Silver:** Amelia Island Convention & Visitors Bureau for Amelia Island Advertorial Series
- > **Henry:** The Beaches of Fort Myers & Sanibel for Meetings Campaign Print: Inspire Innovation

Radio Advertising

- > **Bronze:** The Florida Keys & Key West for ValuCation Savings Program - Radio
- > **Silver:** The Beaches of Fort Myers & Sanibel for Beach Babble
- > **Henry:** Visit Tampa Bay for Daydream to Tampa Bay - Make it Tampa Bay

Resource/Promotional Material – Consum

- > **Bronze:** The Beaches of Fort Myers & Sanibel for Brew Trail Map
- > **Silver:** Emerald Coast Convention & Visitors Bureau for Visitor Guide
- > **Henry:** Visit Panama City Beach for Decor by The Shore

Resource/Promotional Material – Trade

- > **Bronze:** Town of Surfside for Town of Surfside's Trade Kit
- > **Silver:** Orlando North, Seminole County Sports for Sports Toolkit
- > **Henry:** Visit Tampa Bay for 600,000 Reasons to Meet in Tampa Bay

Rural County Marketing

- > **Bronze:** Explore Northwest Florida for Choose Your Adventure
- > **Silver:** Suwannee County Tourist Development for Suwannee County / Discover the Nature of Things
- > **Henry:** Gulf County Tourist Development Council for Hurricane Michael ReBuild, ReVisit, ReDiscover Gulf County Campaign

Social Media Marketing

- > **Bronze:** Visit Panama City Beach for We Are Thankful: Panama City Beach's Hurricane Michael Recovery Story
- > **Silver:** Hilton Sandestin Beach Golf Resort & Spa for Hilton Sandestin Beach Personalized Social Media Strategy
- > **Henry:** Amelia Island Convention & Visitors Bureau for Amelia Island Documentary Social Video
- > **Henry:** Cultural Council of Palm Beach County for Cultural Tourism in The Palm Beaches - Travel Blog

Special Event

- > **Bronze:** Florida Seafood Festival for 55th Annual Florida Seafood Festival
- > **Silver:** Cultural Council of Palm Beach County for Beyond the Beach: Attracting Drive Market with the Arts
- > **Henry:** Gulf County Tourist Development Council for Brothers Osborne Port St Joe Album Release Concert
- > **Henry:** The Beaches of Fort Myers & Sanibel for Shellebrate National Seashell Day

Sustainable Tourism Marketing

- > **Bronze:** West Volusia Tourism Advertising Authority for Wings of the West Mural Trail
- > **Silver:** The Florida Keys & Key West for "Keys Traveler" Connect and Protect Edition
- > **Henry:** New Smyrna Beach Area Visitors Bureau for Tourism Touches You Campaign

Television Advertising

- > **Bronze:** The Beaches of Fort Myers & Sanibel for The Fort Myers Tip Off :30 spot
- > **Silver:** Visit Panama City Beach for Make It Yours!
- > **Henry:** Emerald Coast Convention & Visitors Bureau for ABC National

Tourism Advocacy

- > **Bronze:** Visit Tampa Bay for 2018 NTW Lunch - A Celebration of Success for the Tampa Tourism Community
- > **Silver:** Visit Pensacola for Pensacola Tourism Works for You
- > **Henry:** Amelia Island Convention & Visitors Bureau for Amelia Island Industry Leadership

Websites

- > **Bronze:** Ocala/Marion County Visitors and Convention Bureau for OcalaMarion.com
- > **Silver:** VERB Interactive for South Seas Island Resort
- > **Henry:** Town of Surfside for Town of Surfside's Booking Portal

Best of Show

- > **Annual marketing budget less than \$500,000:** Martin County Office of Tourism & Marketing for Martin County Like a Local Campaign
- > **Annual marketing budget between \$500,000 - \$2 million:** Cultural Council of Palm Beach County for Where Culture Always Shines - Brand Videos and Rich Media
- > **Annual marketing budget greater than \$2 million:** Amelia Island Convention & Visitors Bureau for Amelia Island Industry Leadership