

A couple is running on a sandy beach, holding hands. The woman is wearing a striped one-piece swimsuit and the man is wearing blue shorts. They are running towards the right. The background is a bright blue sky with a sunburst effect emanating from the top left corner. The sunburst consists of many thin, radiating lines of varying lengths, creating a sense of energy and movement. The overall color palette is dominated by blues and greens, with the white sand of the beach providing a neutral base.

# Marketing Partner Guide

Making the Most of Your Benefits

My Partner ID: \_\_\_\_\_

My Password: \_\_\_\_\_

**Toll-free Industry Hotline: (877) 435-2872**

## Join Us!



[Twitter.com/FloridaTourism](https://twitter.com/FloridaTourism)



[Facebook.com/FloridaTourism](https://facebook.com/FloridaTourism)



[SunshineMatters.org](http://SunshineMatters.org)



\*Scan the tags above with the Microsoft Tag Reader app to access these sites on your mobile device.

## Purpose of this Guide

Are you ready to take your travel and tourism marketing to the next level? VISIT FLORIDA's marketing programs and initiatives have a proven track record of helping businesses attract new customers and improving their bottom line. The purpose of this guide is to give you an overview of the many benefits and programs offered to you through your VISIT FLORIDA marketing partnership. Together, we can help drive business and added exposure to your company.

Whether you are a new Partner or one of our Founding Partners, this guide will familiarize you with our programs and allow you to quickly identify those that will help promote your business. This guide is meant to be a companion tool to our Online Marketing Planner, which offers all of the details into specific opportunities mentioned in this piece. To visit the Online Marketing Planner, head over to [VISITFLORIDA.org/planner](https://VISITFLORIDA.org/planner).

The Benefits Checklist on pages 6-7 provides easy steps you can complete today to jump-start your marketing exposure and actively engage with VISIT FLORIDA. Thousands of VISIT FLORIDA Partners have shared that the more they actively participate in the marketing programs outlined in this guide, the greater the exposure they've enjoyed for their businesses.

If you have any questions about the opportunities detailed in this guide, feel free to contact us on our toll-free Industry Hotline at **(877) 435-2872**.

Together, we are VISIT FLORIDA.

## What is VISIT FLORIDA?

VISIT FLORIDA is the state's official tourism marketing corporation. For every \$1 spent on tourism marketing, VISIT FLORIDA generates more than \$147 in tourism spending and \$9 in new sales tax collections, paid by visitors, not residents. VISIT FLORIDA promotes tourism to Florida through sales, advertising, promotions, public relations, social media, internet and visitor services programs.

As a public/private partnership, VISIT FLORIDA serves more than 10,000 tourism industry businesses, including nearly 3,000 invested Partners, more than 7,000 web affiliates and major strategic alliance partnerships with AirTran Airways, American Express Travel Related Services, Disney Destinations, Dollar Rent A Car, The Hertz Corporation, SeaWorld Parks & Entertainment and Universal Orlando.

VISIT FLORIDA's innovative marketing programs reach billions of potential visitors, influencing millions to visit the Sunshine State each year. VISIT FLORIDA also compiles the state's official air and auto visitor counts, tracks tourism trends and conducts surveys to assess the effectiveness of advertising and marketing efforts.

VISIT FLORIDA operates the state's five Official Florida Welcome Centers at Interstates 10, 75, and 95, U.S. Highway 231 and the Florida Capitol Complex.

VISIT FLORIDA maintains a corporate office in Tallahassee and has international contractors in Canada, China, Europe/Scandinavia, Latin America and the United Kingdom/Ireland.

To stay informed about VISIT FLORIDA happenings, be sure to follow our corporate blog at [SunshineMatters.org](http://SunshineMatters.org).



## How to Reach Us

Toll-free Industry Hotline..... (877) 435-2872  
VISIT FLORIDA ..... (850) 488-5607

## Corporate Headquarters

VISIT FLORIDA  
2540 W. Executive Center Circle, Suite 200  
Tallahassee, Florida 32301



## Websites

**Consumer websites**.....VISITFLORIDA.com  
golf.VISITFLORIDA.com  
trails.VISITFLORIDA.com  
weddings.VISITFLORIDA.com  
FishingCapital.com  
ShareaLittleSunshine.org  
VivaFlorida.org  
**Industry website** ..... VISITFLORIDA.org  
**Media website**.....media.VISITFLORIDA.org  
**Meeting Planner website**.....meetings.VISITFLORIDA.com  
**Corporate blog**..... SunshineMatters.org

## Social Media

**Consumer**..... Twitter.com/VISITFLORIDA  
 Facebook.com/VISITFLORIDA  
 Facebook.com/ShareaLittleSunshine  
 YouTube.com/VISITFLORIDA  
 Foursquare.com/VISITFLORIDA  
**Industry**..... Twitter.com/FloridaTourism  
 Facebook.com/FloridaTourism

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## Marketing Partner Benefits Checklist

Are you making the most of your marketing partnership with VISIT FLORIDA? Whether you're just getting started as a VISIT FLORIDA Marketing Partner or reviewing your benefits as an experienced Marketing Partner, this checklist is a quick way to determine full Partner engagement and ensure you achieve your marketing goals.

### Getting Started -----

- ❑ Receive your VISITFLORIDA.org Partner ID and password to explore VISIT FLORIDA's opportunities and department programs. This info is included in your Welcome Kit, but can be retrieved at any time by contacting the toll-free Industry Hotline at (877) 435-2872.
- ❑ Subscribe to our corporate blog, Sunshine Matters, and stay informed of top-line VISIT FLORIDA activities and initiatives. Simply go to [SunshineMatters.org](http://SunshineMatters.org).

### Marketing & Sales-----

- ❑ Update your web listing, which displays on VISIT FLORIDA's consumer website, [VISITFLORIDA.com](http://VISITFLORIDA.com). You can also post deals and events throughout the year. Don't forget to include your social media links, as well! Update your listing by logging on to [VISITFLORIDA.org/listing](http://VISITFLORIDA.org/listing).
- ❑ Download free Sales Leads from tour operator, travel agent and meeting planner sales events and tradeshow. You also have access to download a database of Florida Specialist travel agents. Simply go to the "Promote Your Business" section on [VISITFLORIDA.org](http://VISITFLORIDA.org) and click on the "Sales Leads" link.
- ❑ Participate in the Florida Vacation Auction – the promotional website that features your special offers in an auction format. Your package will display on [VISITFLORIDA.com](http://VISITFLORIDA.com) and on [FloridaVacationAuction.com](http://FloridaVacationAuction.com). To get started, explore [FloridaVacationAuction.com](http://FloridaVacationAuction.com), or call (239) 333-4444.
- ❑ Visit our interactive Online Marketing Planner and filter through a variety of programs based on your target markets and audiences. Search for PR, promotions, advertising co-op and sales opportunities that will help you leverage your marketing dollars and reach key audiences. Log in to [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner) to get started.



### Public Relations & Promotions -----

- ❑ Read and respond to VISIT FLORIDA's Editorial Leads, which are media opportunities that can build exposure for your business among key travel writers and publications. These are featured in your bi-weekly News to Use eNewsletter.
- ❑ Outreach to the VISITFLORIDA.com Insiders by pitching story ideas and upcoming events for potential coverage on their blogs and social media channels. Email content to [insiders@VISITFLORIDA.org](mailto:insiders@VISITFLORIDA.org).
- ❑ Complete and return the Partner Promotions Participation Form, located on the Online Marketing Planner under "Promotions." VISIT FLORIDA barter vacation packages for media exposure in key markets. You'll be notified of opportunities for the market(s) of your choice.
- ❑ Upload your news releases to appear on VISIT FLORIDA's media site, [media.VISITFLORIDA.org](http://media.VISITFLORIDA.org) via Hot Happenings. Simply go to the "Partner Resource Center" on VISITFLORIDA.org and click "Upload News Release."

### Research & Marketing Plan -----

- ❑ Download the Florida Visitor Study and other valuable tourism research at [VISITFLORIDA.org/research](http://VISITFLORIDA.org/research).
- ❑ Explore the VISIT FLORIDA Marketing Plan and the Partner-exclusive Appendix on [VISITFLORIDA.org](http://VISITFLORIDA.org).

### Official Florida Welcome Centers -----

- ❑ Distribute your brochure at a reduced rate and directly connect with visitors through the Lobby Display Program in our Official Florida Welcome Centers. For more info contact our Visitor Services Department at (850) 205-3864.

## Marketing

### VISITFLORIDA.com

Each year, more than 5.5 million consumers turn to VISITFLORIDA.com as a trusted source to learn about Florida's diverse vacation options. The site provides tools and resources that travelers and potential travelers can use to plan their vacations, including Partner business listings, live social media updates, travel articles and VISIT FLORIDA Insider blog content.

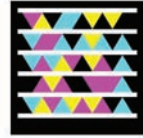
Your VISIT FLORIDA marketing partnership includes an Enhanced Web Listing with the following features:



- Priority exposure in search results with highlighted listing and thumbnail
- Visual content options, including more than 20 photos, multiple videos and 360° tours
- Exposure on interactive Google map
- Ability to post events that display on your web listing, the VISITFLORIDA.com events page and HDTVs in all four highway Official Florida Welcome Centers
- Ability to upload up to five Hot Deals
- Social media links to your Facebook, Twitter and YouTube pages
- Automatic Twitter, Facebook and YouTube content feed into Florida Live widget on relevant VISITFLORIDA.com city page(s)
- Ability to activate online booking and (for lodging businesses only) BookDirect hotel reservation system.
- Mobile-friendly listing for those accessing your info from our mobile site
- Meetings.VISITFLORIDA.com listing for applicable businesses, including RFP functionality and floor plans
- Additional exposure for your business on Fishing, Golf, Trails and Weddings microsites, where applicable

Check out VISITFLORIDA.com on your mobile device by scanning the tag on the right!

**VISITFLORIDA.COM**



### VISITFLORIDA.com Insiders

The official VISITFLORIDA.com Insiders offer an inside look into their Florida travel adventures. Each Insider focuses on a segment of Florida content (family, outdoors, shopping, beach, etc.) by blogging and posting content to Twitter feeds, Facebook pages and YouTube channels. Partners may pitch content to the Insiders for potential inclusion by emailing insiders@VISITFLORIDA.org.

### Florida Live

VISITFLORIDA.com's rich media experience also offers Florida Live, a tool for consumers to view the Sunshine State and its beautiful destinations live via webcams, Twitter and Facebook feeds, traveling blogger content and more. Look for the Florida Live link on VISITFLORIDA.com.



### Edit Your Listing

To edit your web listing, go to VISITFLORIDA.org/listing and log in with your Partner ID and password. For additional assistance, contact the toll-free Industry Hotline at (877) 435-2872 or email partner@VISITFLORIDA.org.



Learning Library: Watch a video on how to edit your Enhanced Web Listing at VISITFLORIDA.org/library.

### Hot Deals

The Hot Deals section of VISITFLORIDA.com highlights special discounts offered by VISIT FLORIDA Partners. This program allows you to deliver up to five offers to interested consumers and visitors planning a Florida vacation by highlighting special discounts, Florida resident rates and vacation packages. Each discount or offer you list in the Hot Deals section includes a hyperlink directly to your website and/or VISITFLORIDA.com web listing. For more info on Hot Deals, call the toll-free Industry Hotline at (877) 435-2872.

### Florida Vacation Auction

The Florida Vacation Auction is a free promotional opportunity that gives added exposure to VISIT FLORIDA Partners. The website features accommodation and attraction special offers in an auction format and is searchable by region, category, status, arrival/departure date, price and/or keyword. By participating in the program, you can drive valuable and targeted traffic to your own website. Your package will display on VISITFLORIDA.com and on FloridaVacationAuction.com. To get started, explore FloridaVacationAuction.com or call (239) 333-4444.



Learning Library: Watch an overview of the Florida Vacation Auction at [VISITFLORIDA.org/library](http://VISITFLORIDA.org/library).

### Global Reach

In addition to its American site, VISITFLORIDA.com is also offered in five languages abroad (French, German, Mandarin, Portuguese and Spanish). International visitors are provided with fully translated content and custom feature stories often written by natives of their respective countries.

### Viva Florida

Florida has the longest recorded history of any state in America, although few seem to know about it. Until now.

Viva Florida educates the public about Florida's Spanish heritage as we prepare to commemorate Florida's 500th Anniversary. Visit [VivaFlorida.org](http://VivaFlorida.org) to start exploring and sign up for the eNewsletter. Do you have relevant content to submit to Viva Florida? If so, contact [vivaflorida@VISITFLORIDA.org](mailto:vivaflorida@VISITFLORIDA.org).



## Sales

Reach travel agents, tour operators, consumers and meeting planners all over the world with VISIT FLORIDA's sales programs. Opportunities range from brochure distribution at major trade and consumer shows to sponsorships at signature events produced by VISIT FLORIDA.

### Trade, Consumer and Meeting Shows

Below you'll find a sample of sales opportunities, each of which includes booth-share, sponsorship or brochure distribution at an average discounted price of 15-20 percent for VISIT FLORIDA Marketing Partners. For more details, visit the Online Marketing Planner at [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner) or contact [sales@VISITFLORIDA.org](mailto:sales@VISITFLORIDA.org).

### Domestic

The **New York Times Travel Show** and the **Boston Globe Travel Show** target the domestic travel trade and consumers. Partners may participate in a coordinated, Florida-branded section, which increases visibility to your business. VISIT FLORIDA also negotiates added value and offers promotions to push traffic to the section.

American Bus Association (**ABA**), National Tour Association (**NTA**) and Student Youth Travel Association (**SYTA**) are the top domestic package travel associations, providing a leadership role by organizing the on-site state caucus and the opportunity to share leads generated from the appointments. VISIT FLORIDA participates in SYTA annually and rotates ABA and NTA every year.

**IMEX America and AIBTM** are two new appointment-based shows targeting meeting professionals. VISIT FLORIDA offers Partners several participation options and seeks sponsorships to increase the Florida brand presence.

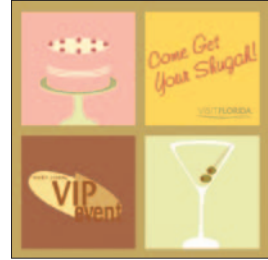
**Florida Encounter** is one of VISIT FLORIDA's signature events. The highly regarded appointment tradeshow is designed to match qualified

meeting professionals from target markets with your business. The show includes pre-scheduled one-on-one business appointments; a corporate social responsibility (CSR) activity and silent auction; and off-site evening functions that round out this three-day event by showcasing Florida's unique venues and services. To explore more, go to [FloridaEncounter.com](http://FloridaEncounter.com).



### VIP Events

VISIT FLORIDA annually coordinates several innovative, well-known networking events, targeting meeting professionals in the top-tier markets of Atlanta, Washington, D.C., New York City and Chicago. We invite 10-12 Partners to co-host these unique events, giving you the opportunity to network, share your product and services and build business relationships. For more info, visit the Online Marketing Planner at [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner) or contact [sales@VISITFLORIDA.org](mailto:sales@VISITFLORIDA.org).



Sample Invitation



Be sure to check out all of our domestic and international sales programs on the Online Marketing Planner at [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner).

### Trade Events

VISIT FLORIDA annually coordinates educational luncheons and/or receptions targeting travel agents in key feeder markets. We invite 8-10 Partners to co-host these events, which are generally tied to other consumer/trade shows so you can maximize your time in the area. For more info, visit the Online Marketing Planner at [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner) or contact [sales@VISITFLORIDA.org](mailto:sales@VISITFLORIDA.org).

### Sales Leads

Marketing Partners can download qualified leads from sales events on [VISITFLORIDA.org](http://VISITFLORIDA.org) in "Promote Your Business." Leads are posted 60 days after each event and remain on the site for 60 days. Leads include complete contact information for tour operators, meeting planners and travel agents. Build your own qualified database from this valuable resource at no cost.

### Cover Your Event Insurance

VISIT FLORIDA provides complimentary Cover Your Event (CYE) Insurance. This supplemental insurance is intended to cover any costs directly related to re-booking a meeting should it be displaced due to a named hurricane. CYE ensures that your clients can plan their meeting with confidence and take full advantage of Florida's unsurpassed venues any time of year, which removes a critical barrier to booking your venue. For more info, go to [meetings.VISITFLORIDA.com](http://meetings.VISITFLORIDA.com).



Learning Library: Watch "Are Meetings Your Market?" at [VISITFLORIDA.org/library](http://VISITFLORIDA.org/library).

### International

Each year, VISIT FLORIDA offers sales missions to top-origin markets in Brazil, Chile and Argentina. These stand-alone **South America Sales Missions** offer Partners the opportunity to educate top-producing travel agents and travel trade journalists about Florida's tourism product in an intimate, professional setting. The missions are typically supported by a major airline, enhancing Florida's overall message of accessibility, affordability and a vacation paradise.



Only the **International Tourism Exchange (ITB)** in Berlin, Germany has consistently held the title of the "World's Largest Tourism Fair," with exhibition space covering more than 1.7 million square feet and hosting more than 110,791 travel professionals and 58,504 consumers in 2011. Its size is also rivaled by its productivity, as nearly 90 percent of exhibitors sign firm contractual agreements, either during the show or shortly thereafter. VISIT FLORIDA organizes a Florida pavilion at this show with participation from more than 80 Partners, making the Florida stand the largest under the USA umbrella. A press event is held off-site offering Partners the opportunity to mingle with top media from throughout the German-speaking markets.

**World Travel Market (WTM)** in London, England is the leading global event for the travel industry to meet, network and negotiate, attracting more than 47,000 travel and tourism professionals from 189 countries. VISIT FLORIDA coordinates a Florida-branded pavilion for Partner exhibitors. To stand out from the masses, VISIT FLORIDA also hosts a signature dinner (Florida UK Night) during the show for Florida's top producing accounts, which has earned the reputation as the dinner to attend. A press event is also held each year on the opening day, attracting more than 50 journalists representing top publications.

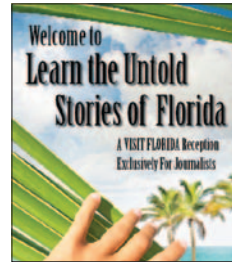
VISIT FLORIDA has hosted an annual **China Sales Mission since 2008**, targeting the top markets of Shanghai, Beijing and Guangzhou. The multi-faceted mission includes media breakfast events and afternoon presentations for tour operators and travel agents in each city.

## Public Relations

Third-party endorsement is key to building consumer trust. VISIT FLORIDA Public Relations representatives work within the United States, United Kingdom, Canada, Germany and Latin America to build the Florida brand and promote your business among media influencers, providing more exposure at a fraction of the cost of maintaining your own domestic or international offices.

### Media Receptions

Media receptions are hosted by VISIT FLORIDA each year to educate media influencers in major markets about Florida's travel story content, diverse vacation opportunities and destination assets. Partners are invited to participate in these events, providing you with the opportunity to network with key journalists. For more info, contact [pr@VISITFLORIDA.org](mailto:pr@VISITFLORIDA.org).



### Media Missions

Media missions provide another opportunity for Partners to meet with top media in key cities to further promote your area. Unlike media receptions, where journalists come to Partners, media missions are scheduled appointments where Partners are taken to journalists for desk-side visits. During appointments, VISIT FLORIDA and participating Partners present a coordinated themed pitch, hand out media materials and build relationships. Partners may also register for the news release distribution opportunity. By participating in the news release option, VISIT FLORIDA will pitch your info in each meeting in your absence. For additional info, contact [pr@VISITFLORIDA.org](mailto:pr@VISITFLORIDA.org).

### Editorial Leads

The Editorial Leads Program is one of VISIT FLORIDA's most widely used and effective programs. Editorial Leads are generated by PR staff through daily interaction with media who are actively gathering info or research for upcoming articles. Editorial Leads are included in VISIT FLORIDA's bi-weekly News to Use eNewsletter.



Review all opportunities to reach the media by going to the Online Marketing Planner at [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner) and selecting "Media" under the "Audience" filter.



### Quick/Urgent Leads

The Quick/Urgent Leads Program was designed for PR staff to react quickly to media requests with tight deadlines when timing is not adequate to include it in the regular bi-weekly Editorial Leads. The VISIT FLORIDA PR team maintains an opt-in distribution list for Partners who would like to receive these leads. The deadlines are always tight, but the opportunities are priceless. To request inclusion on the Quick/Urgent Leads distribution list, contact [pr@VISITFLORIDA.org](mailto:pr@VISITFLORIDA.org).

### media.VISITFLORIDA.org

VISIT FLORIDA's media website is designed to be a mutually beneficial tool for journalists and industry Partners. The site provides journalists with general Florida feature story pitches, timely news releases and an image library. The Hot Happenings section lists current news releases and announcements exclusively from Partners like you. Each Hot Happenings entry offers a newsworthy topic related to Florida tourism that may be of interest to travel media. Posting info in this section is an excellent way to reach travel media who visit the media website for story ideas and content. We frequently direct journalists to this site at media receptions and missions, as well as during individual interactions. To post a Hot Happening, log on to VISITFLORIDA.org/hothappenings with your Partner ID and password.



### New Releases

VISIT FLORIDA distributes targeted news releases to key media professionals on a frequent basis to achieve maximum editorial coverage for VISIT FLORIDA and its Partners. Partners are alerted to opportunities to be included in timely and themed VISIT FLORIDA news releases via Editorial Leads in News to Use.

### Image Library

Looking to spice up your new brochure or website with spectacular Florida pictures? You can use VISIT FLORIDA's Partner Image Library for free. Every photo is available in several formats as a high-resolution, print-quality file. Directions to access and download these photos are available in the "Promote Your Business" section of VISITFLORIDA.org.

## Promotions

Consumer awareness through promotions is an integral part of the marketing mix. VISIT FLORIDA promotions programs can help you build that awareness for your business through a variety of media opportunities, including radio, television, newspaper, outdoor and electronic.



Learning Library: Watch "Making Promotions Part of Your Marketing Plan" at [VISITFLORIDA.org/library](http://VISITFLORIDA.org/library).

### Market-Specific Promotions

The Promotions team receives proposals from numerous contacts in the radio, television, newspaper and retail industries requesting Florida vacation packages for use in local, regional and national promotions and sweepstakes. The team negotiates the specific terms of the promotion and then forwards the opportunity to interested Partners. In exchange for the admission tickets, accommodations or other in-kind products and services that make up the vacation package, participating Partners are included in the print, electronic, outdoor or point-of-purchase advertising used to promote the contest. These proven programs can bring thousands of dollars of media value and millions of consumer impressions directed to your business.

### Sign Up Your Business

To receive VISIT FLORIDA's promotional opportunities, visit the Promotions section of the Online Marketing Planner at [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner) and download and submit the Partner Promotions Participation Form.

### Lead Forward

This program is designed to efficiently distribute promotional opportunities to our Partners in an effort to provide you with the opportunity to take advantage of consumer promotions that may not meet VISIT FLORIDA's media value or impression requirements, but offer unique opportunities to promote Florida as a vacation destination. For more info, email [promotions@VISITFLORIDA.org](mailto:promotions@VISITFLORIDA.org).

### Proactive Pitching Program

The Proactive Pitching Program allows Partners to submit proposals detailing package ideas and/or activities future promotions can be built around. The Promotions team pitches the package or activity idea to promotional media contacts in target markets. When a promotional media contact expresses interest in a particular Partner package or activity, the Promotions team works with the contact and the Partner to execute a promotion. Submit your promotions package to [promotions@VISITFLORIDA.org](mailto:promotions@VISITFLORIDA.org).

### Promotional Ticket Bank

VISIT FLORIDA Partners may offer tickets, passes or certificates for use in promotions secured throughout the year. The tickets are used for qualifier prizes and are also included in grand prize vacation packages. For more info, email [promotions@VISITFLORIDA.org](mailto:promotions@VISITFLORIDA.org).

### Welcome Center Promotions

The Promotions team coordinates Florida vacation giveaways at the five Official Florida Welcome Centers on a bi-monthly basis. These promotions are designed to provide additional exposure for unique and off-the-beaten-path Florida destinations. For more info, email [promotions@VISITFLORIDA.org](mailto:promotions@VISITFLORIDA.org).

### Website Sweepstakes

In an effort to support VISIT FLORIDA Partners' efforts to reach key audiences, the Promotions team coordinates quarterly sweepstakes on the following websites, which are managed by VISIT FLORIDA:

- [VISITFLORIDA.com](http://VISITFLORIDA.com) (targets consumers)
- [meetings.VISITFLORIDA.com](http://meetings.VISITFLORIDA.com) (targets meeting professionals)
- [ShareALittleSunshine.org](http://ShareALittleSunshine.org) (primarily targets Florida residents)

The Promotions team also provides assistance in the execution of contests and sweepstakes on VISIT FLORIDA's consumer Facebook page and the Share A Little Sunshine Facebook page. For more info, email [promotions@VISITFLORIDA.org](mailto:promotions@VISITFLORIDA.org).

### Promo Insider

Two editions of this eNewsletter are published by the promotions team. The first is sent to our promotional contact database and provides an overview of what's new with VISIT FLORIDA promotions. It highlights upcoming events taking place in our state that can be coordinated with Florida vacation giveaways. The second edition is sent to our Partners and features helpful info on how you can take advantage of various promotions opportunities. To subscribe or to learn more, email [promotions@VISITFLORIDA.org](mailto:promotions@VISITFLORIDA.org).



### Promotional Assistance Program

Looking for advice and instruction about how to coordinate a promotion? Need help pitching your promotional vacation package to potential promotional partners? Ask the promotions experts for ideas, brainstorming and feedback. In addition, the promotions team aids VISIT FLORIDA Partners with securing media exposure and/or additional elements (air transportation, rental car, etc.) for your promotional packages through the Promotional Assistance Program. For more info, email [promotions@VISITFLORIDA.org](mailto:promotions@VISITFLORIDA.org).

## Cooperative Advertising

VISIT FLORIDA's Cooperative Advertising Program allows VISIT FLORIDA Marketing Partners to spend less money for more exposure. By advertising with other members of the Florida tourism industry in the presence of the VISIT FLORIDA brand, you can take advantage of discounted rates. Additionally, co-op programs are aligned with VISIT FLORIDA's dedicated advertising campaign benefiting Partners by leveraging part of a larger media buy.



You will recognize VISIT FLORIDA co-op programs by the official co-op stamp displayed above. When you see this stamp on media vendor sales materials, you know you're eligible for significant savings.

### Online Marketing Planner

To help you identify the best co-op programs for your business, VISIT FLORIDA posts all co-op advertising opportunities on the Online Marketing Planner. Each program outlined on the Online Marketing Planner includes a background and description of the program, dates and deadlines, distribution figures, added value and contact info, as well as Marketing Partner discounted rates. Visit the Online Marketing Planner at [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner).

### Co-op Monthly eNewsletter

You'll get alerted to the latest co-op advertising opportunities posted to the Online Marketing Planner when you receive News to Use. The Co-op Monthly provides more in-depth coverage. You automatically receive this eNewsletter unless you have opted out.



## Visitor Services

Each year, more than 2.1 million vacationers visit our five Official Florida Welcome Centers, which provide an exclusive, unbeatable opportunity for Partners to reach visitors directly as they arrive. These programs are among the most popular and affordable Partner benefits.



### Brochure Rack Space Program

Tourists visiting our Welcome Centers pick up 10-14 brochures each visit and more than 14 million brochures annually! Brochures continue to have a strong role in a world dominated by internet marketing. They influence travelers to change their travel plans and drive visitors to websites both before and during a trip. Make sure people see your business by participating in our Brochure Rack Space Program at one or all of the five Official Florida Welcome Centers. All brochures must comply with the Official Florida Welcome Center Distribution Policy.



Learning Library: Watch the Visitor Services team give a Welcome Center overview at [VISITFLORIDA.org/library](http://VISITFLORIDA.org/library).

### Brochure Enrollment

Rack spaces are available in 4" x 9" or 8.5" x 11" sizes. Marketing Partners receive a 25 percent discount off regular brochure rack prices. Reservations made after the annual enrollment date of July 1, will be prorated for the remainder of the program year. For additional info about this program, call (850) 205-3864.

### Blue-line or Draft Copy Review

There is no charge for this service. It is strongly recommended that you send us your blue-line or draft copy for review and approval before you print to ensure your publication, brochure or rack card will be eligible for display. Review and approval will be completed within 24-48 hours of receipt. For more info, call (850) 205-3864.

**Transparency Lease Space Program**

Put your business "in lights" at our Official Florida Welcome Centers. Rent a backlit transparency space at one or all four highway Welcome Centers. For less than \$250 annually, you can prominently display your backlit photograph, logo or slogan on our lobby walls. Space is limited. All transparencies must comply with the Welcome Center Display Policy. For additional info about this program, call (850) 205-3864.



**Seasonal Festivals**

Seasonal Welcome Center Festivals provide a fun and festive atmosphere to interact with Florida visitors. The Florida Welcome Centers provide eager visitors, booths, tablecloths and refreshments. Partners are encouraged to bring characters, giveaways, brochures, coupons and treats to share directly with Florida travelers. To learn more about our seasonal festivals, go to the Online Marketing Planner at VISITFLORIDA.org/planner.

**Lobby Display Program**

The Lobby Display Program creates a special opportunity for Marketing Partners to reach this massive visitor segment. Participate in a designated booth in our four highway Welcome Center lobbies, where you can distribute literature and giveaways. Open exclusively to Marketing Partners, the program is available in up to seven-day increments, on a first-come, first-served basis. There is no additional Partner fee to participate in this program. The Lobby Display Program allows you the opportunity to tell your story first-hand to our visitors.

To coordinate your Lobby Display Program participation, contact the Welcome Center of your choice.

I-95 Welcome Center (Yulee)  
Manager, Joyce Davis ..... (904) 225-9182

Joseph O. Striska  
Official Florida Welcome Center (I-75) (Jennings)  
Manager, Dot Robinson ..... (386) 938-2981

I-10 Welcome Center (Pensacola)  
Manager, Karen Epstein..... (850) 944-0442

US 231 Welcome Center (Campbellton)  
Manager, Jena Buggs ..... (850) 263-3510

Please note: Lobby Display Program is not available at the Capitol Welcome Center.

### “Own A Welcome Center” Program

Make your business the center of attention at each of the four highway Welcome Centers. Marketing Partners can display large build-outs and banners, video, literature and giveaways. The marketing creative is only limited by your company's imagination. Participants may also provide shirts for Welcome Center staff to wear. Open exclusively to VISIT FLORIDA Marketing Partners, the program is available in up to three-month increments, on a first-come, first-served basis. The fee to participate in this program is \$1,500 monthly. Reservations may be made for six months in advance. Since the space available in each center varies, Marketing Partners must contact the administrative office to receive specifications and floor plans for each promotional area. For additional information about this program, call (850) 205-3864.

### Kid's Corner

In an effort to build on the success of our hospitality and demonstrate our desire to further welcome visitors traveling with small children, Visitor Services has a unique sponsorship opportunity only available to Marketing Partners. Each of the four highway Welcome Centers has a designated area for our visitors traveling with children. VISIT FLORIDA's Kid's Corner offers a play area to educate and entertain while parents get travel information they need from Welcome Center staff. Kid's Corner features signage with the sponsor's name and offers a special brochure distribution point. The sponsorship is open on a first-come, first-served basis at an annual cost of \$1,500. This is a two-year sponsorship opportunity. For more info on this program, please call (850) 205-3864.



2011 Edition

### Florida Official Transportation Map

Through a cooperative effort with the Florida Department of Transportation and an independent publisher, VISIT FLORIDA produces and distributes 1.25 million copies of the Florida Official Transportation Map each year. Email [maps@VISITFLORIDA.org](mailto:maps@VISITFLORIDA.org) to advertise in future editions.



### Florida Information Network

This Partner-only program provides an exclusive opportunity for tourism businesses to showcase television commercials or event stills. If you have one, two or ten produced television commercials for your business, send them to VISIT FLORIDA and we will create a rotation to display them at our four highway Welcome Centers on a designated 42" flat-screen HDTV called the Florida Information Network (FIN). FIN is ideal for showcasing all travel-targeted messages or events and will promote your tourism message and product while reinforcing your brand awareness. FIN offers a continuous playing cycle, product exclusive messages, and up to a two-month period devoted exclusively to your product. FIN can feature a hotel, event, attraction, cultural event, festival, a meeting or any number of tourism events. The program is open on a first-come, first-served basis at a monthly cost of \$1,500. Call (850) 205-3864 for program guidelines and availability.



### Fulfillment Requests

Visitor Services oversees publication fulfillment requests. Bulk orders for VISIT FLORIDA collateral materials, including the Official VISIT FLORIDA Magazine and the Florida Official Transportation Map, are available through VISITFLORIDA.org under "Promote Your Business." Consumer requests are handled through VISITFLORIDA.com.



For details on all Welcome Center opportunities, visit the Online Marketing Planner at [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner).



## Official VISIT FLORIDA Publications

VISIT FLORIDA has written the book on travel in the Sunshine State. Each year, we distribute hundreds of thousands of copies of official VISIT FLORIDA publications, literally putting our Partners' info in the hands of consumers and travel professionals throughout the world.

### Official VISIT FLORIDA Magazine

The Official VISIT FLORIDA Magazine is VISIT FLORIDA's flagship publication and the single most powerful vacation planning resource available in print for the Florida visitor. The magazine, formerly known as the Florida Vacation Guide, contains reader-friendly articles and photos and is sent free of charge to consumers who request vacation info online or by calling Florida's toll-free visitor inquiry line. The guide is also used as a sales tool by our domestic and international sales staff when working with travel agents, tour operators, meeting planners and media. 350,000 copies of the guide are printed annually. For questions related to advertising in this publication, contact Miles Media at [advertising@milesmedia.com](mailto:advertising@milesmedia.com) or (800) 683-0010.



2011 Edition

### Special Interest eNewsletters

VISIT FLORIDA's special interest eNewsletters feature high-quality editorial content written by professional travel writers. This direct marketing effort reaches consumers who have identified specific vacation interests, including family travel, beaches, golf, outdoor/nature, culture, heritage, luxury, romance and more. These eNewsletters reach millions each year and articles are later made available to consumers on VISITFLORIDA.com. For more info on how to advertise, contact Miles Media at [advertising@milesmedia.com](mailto:advertising@milesmedia.com) or (800) 683-0010.

### Official Florida Travel Industry Guide

The Official Florida Travel Industry Guide is distributed to North American travel agents, including all Virtuoso, IATAN and home-based agents. The comprehensive guide has an annual circulation of 50,000 and provides agents with info they need to book your destination. For more info on advertising opportunities, contact Worth International at (800) 447-0123.



### Meeting Professionals Program

Meeting professionals dream of using one tool to research, book and plan their Florida meetings. The Meeting Professionals Program allows you to be part of such a tool. The integrated marketing program, which includes meetings.VISITFLORIDA.com web listings, advertising and eNewsletters, reaches meeting planners from all market segments as they're looking at Florida to book their next meeting. For more info, contact Miles Media at (800) 683-0010 or advertising@milesmedia.com.



For more info and deadlines related to official VISIT FLORIDA publications, visit the Online Marketing Planner at [VISITFLORIDA.org/planner](http://VISITFLORIDA.org/planner).

# Social Media

Social Media use among consumers – including those planning vacations – has increased dramatically over the last few years. VISIT FLORIDA actively markets to consumers via social media channels that include Facebook, Twitter and Foursquare. New to social media or just want to be a part of successful social media tourism marketing? No need to start from scratch – join our efforts!



## Facebook & Twitter

Many of the thousands of fans and followers of VISIT FLORIDA’s Facebook and Twitter channels ask for travel recommendations. Monitor these channels and engage in the conversation by offering suggestions that will drive traffic to your business. In addition to VISIT FLORIDA’s main social media channels, the VISITFLORIDA.com Insiders also manage Facebook and Twitter pages dedicated to their fields of expertise (beaches, family, outdoors, etc.). Partners may pitch content to the Insiders or our Social Marketing Representative for potential exposure in social media channels by emailing [insiders@VISITFLORIDA.org](mailto:insiders@VISITFLORIDA.org).

## Foursquare

Marketing Partners on Foursquare can reach VISIT FLORIDA Foursquare followers by sending VISIT FLORIDA a “tip” that we can leave at your business. Users who follow VISIT FLORIDA on Foursquare will uncover the tip next time they check in to your business. For more information, email [socialmedia@VISITFLORIDA.org](mailto:socialmedia@VISITFLORIDA.org).



Learning Library: Watch “Understanding Social Media & Online Advertising” at [VISITFLORIDA.org/library](http://VISITFLORIDA.org/library).

## Share a Little Sunshine

Share a Little Sunshine is a statewide advocacy platform that reaches out through traditional and emerging media, grassroots networks and partnership-based campaigns to engage Florida fans in promoting Florida tourism. We all know the importance of personal recommendations and word-of-mouth in the travel planning process. The platform creates awareness through a statewide marketing program, but the offers come from a local level (your zip code or your business). Because the program focuses on the social networks of Floridian friends and family, it offers a great way to reach out to Florida's VFR (visit friends and relatives) visitors, who represent about 24 percent of the total visitors to the state. Visit Share a Little Sunshine at [ShareALittleSunshine.org](http://ShareALittleSunshine.org).



### Key Partner Benefits Include:

- The ability to leverage VISIT FLORIDA's statewide awareness campaign for hyper-local benefit: Share a Little Sunshine brings the VFR (visit friends and relatives) travelers of local residents to your business.
- The opportunity to target special interest groups that can provide incremental travel, but might not be large enough to merit a more traditional, major advertising campaign and large financial investment.
- The ability to build upon the current strength of VFR travel to attract both domestic and in-state visitors to your business.
- An easy way to join the social media conversation when it can most help your business.
- A direct way to connect with the growing Spanish-speaking population via Mi Sol Es Tu Sol, the Spanish-language version of Share a Little Sunshine.

### Florida Fan Engagement

Share a Little Sunshine social media platforms are a low- or no-cost way to share info about your events, assets and destinations with the Florida residents most likely to travel in-state. You can elevate awareness of your business among Florida Fans by uploading photos, creating online custom cards or providing prizes for fan rewards. A quarterly campaign schedule is available from your Business Development Managers (see back for details) to let you know when you'll get the most benefit from joining the conversation.

### Share a Little Sunshine Online Deals

Partners can promote special deals through online invitations sent to friends and family of Florida residents living outside the state. Invitations are designed to encourage travel to Florida and to provide your business with an opportunity to directly influence travel decisions and purchases. You can also offer exclusive deals to Florida residents that entice them to visit your business or destination and bring visiting friends and relatives. Contact [sunshine@VISITFLORIDA.org](mailto:sunshine@VISITFLORIDA.org) for more info about participating in VISIT FLORIDA's Share a Little Sunshine programs designed especially to connect with Florida residents and Florida fans.

### Ways to Share a Little Sunshine:

- Invite your out-of-state friends and family to visit you in Florida. Go to [ShareALittleSunshine.org](http://ShareALittleSunshine.org) to send an email invitation, view the rally and PSA video's and more!
- Become a fan on Facebook. When you become a fan, you have the opportunity to share information with other fans and spread the word about your own events and activities related to fan conversations. Start sharing at [Facebook.com/ShareALittleSunshine](http://Facebook.com/ShareALittleSunshine).
- Link your website to [ShareALittleSunshine.org](http://ShareALittleSunshine.org).
- Upload a Share a Little Sunshine widget\* to your website to share your sunshine messages to your business partners and customers. (\*Fall 2011)
- Get creative and send a Share a Little Sunshine invitation to your customers and business partners with a message that encourages them to experience your area and services. These efforts can drive incremental business plus make you a steward of the "sunshine" message!



For other ways to engage, go to [VISITFLORIDA.org/sharetoolkit](http://VISITFLORIDA.org/sharetoolkit).

## Research

Each year, VISIT FLORIDA spends hundreds of thousands of dollars on research to learn more about our visitors, the competitive environment and travel trends. Current information on visitor volume, demographics, psychographics, economic impacts, and other factors affecting travel to Florida is available on VISITFLORIDA.org and by request from our Research Department. Research is an important part of any marketing plan as it can guide you into learning more about your origin markets and your visitors.

### Research Reports

#### Florida Visitor Study

This study reveals valuable information about the Florida visitor, including state of origin; country of origin; household income; length of stay; visitor activities and visitor expenditures. This document is free of charge to Marketing Partners and can be found on VISITFLORIDA.org/research.

#### VISITFLORIDA.org/research

VISIT FLORIDA-produced research, including Key Tourism Indicators and the Florida Visitor Study, is posted on the web at VISITFLORIDA.org/research and is password-protected for Partners.

#### Ask-An-Expert

Looking for some hard-to-find information about Florida visitors? Want some ideas for conducting a cost-effective survey? You'll learn these answers and more when you speak with the Tourism Research Team at trt@VISITFLORIDA.org.

### Co-op Research

**Canada Outbound:** By co-sponsoring this subscription service of the Conference Board of Canada, VISIT FLORIDA obtains timely, accurate and insightful data on the travel patterns affecting Florida from our state's consistent top source of foreign visitors. For more info, email the Tourism Research Team at trt@VISITFLORIDA.org.

**UK Outbound:** UK Outbound includes a monthly newsletter, plus a monthly deplancement report and forecast for Florida as a state and for Orlando. For more info, email the Tourism Research Team at trt@VISITFLORIDA.org.

**Mexico-South America Outbound:** Mexico-South America Outbound is a monthly report that examines travel from these regions into Orlando and Miami, as well as other U.S. destinations. For more info, email the Tourism Research Team at [trt@VISITFLORIDA.org](mailto:trt@VISITFLORIDA.org).

**Tourism Decision Metrics (TDM):** TDM is an online tool for global analysis of travel, demographics and economics, allowing subscribers to quickly analyze market trends and the outlook for travel and the economy around the world. The database also provides access to detailed information for more than 180 countries and more than 40,000 indicators of travel, demographics and economics—forecast 10 years into the future based on the only global econometric model of world travel. Note: This opportunity is for Destination Marketing Organization Partners only.

**PhoCusWright:** PhoCusWright provides consumer, business and competitive intelligence in the travel, tourism and hospitality arena. VISIT FLORIDA and PhoCusWright recently developed a program especially created for Destination Marketing Organizations that allows for a shared research subscription. This group pricing results in a significant discount over the subscription to PhoCusWright's publications. Note: This opportunity is for Destination Marketing Organization Partners only.

## Grants

### Advertising Matching Grant

VISIT FLORIDA administers an Advertising Matching Grant Program by Enterprise Florida to publicize the tourism advantages of the State of Florida. For more information, go to [VISITFLORIDA.org/grants](https://VISITFLORIDA.org/grants).

### City-Wide Meetings & Conventions Grant

VISIT FLORIDA established the City-Wide Meetings and Conventions Grant Program as an annual matching grant program to stimulate the Florida economy by generating new city-wide convention business to the state. We budget up to \$250,000 per year to extend a 100 percent match of local Destination Marketing Organizations' incentives. For more information, go to [VISITFLORIDA.org/grants](https://VISITFLORIDA.org/grants).

### Cultural Heritage & Nature Tourism Grant

The Cultural Heritage and Nature Tourism Grant Program is a reimbursement program designed to provide funding for multi-county and multi-Partner marketing projects for the promotion of Florida's cultural heritage and nature tourism and education efforts, as well as image development. The application process typically opens in early March through mid-April. For more information, go to [VISITFLORIDA.org/grants](https://VISITFLORIDA.org/grants).

### Minority Convention Grant

The Minority Convention Grant Program is offered by Enterprise Florida to local governments and non-profit corporations/organizations to attract new national minority conferences and conventions, not to subsidize existing scheduled events. VISIT FLORIDA administers the grant. For more information, go to [VISITFLORIDA.org/grants](https://VISITFLORIDA.org/grants).



Learning Library: Watch a video on the grants cycle overview at [VISITFLORIDA.org/library](https://VISITFLORIDA.org/library).



## Partner Education & Communications

At VISIT FLORIDA, we believe clear communication and valuable education is key to our relationship with our valued Partners. To enable and encourage this kind of critical communication, VISIT FLORIDA has put in place a number of programs, publications and vehicles specifically for Partners.

### Toll-free Industry Hotline

Have a question and don't know where to turn? Need to retrieve your Partner ID and password? Give us a call anytime between 8 a.m. – 5 p.m., Monday - Friday on our toll-free Industry Hotline at (877) 435-2872.

### Marketing Partner Guide

You're reading it now! The Marketing Partner Guide is a great resource you can turn to often to ensure you're maximizing the benefits of your VISIT FLORIDA Marketing partnership. This guide is the companion tool to the Online Marketing Planner and is meant to inspire you to participate in valuable marketing programs offered by VISIT FLORIDA.

### Online Marketing Planner

A companion tool to the Marketing Partner Guide, the Online Marketing Planner is where you go to get the specific details about all of your favorite marketing programs, including registration, pricing and deadline info, as well as points of contact and media value. The planner allows you to filter your browsing and search by program type, audience, market (DMA) or interest. You can save your plan, print it, or select an option to receive more info from each of the programs' point persons. Each year hundreds of programs are added to the planner. Visit the Online Marketing Planner at [VISITFLORIDA.org/Planner](http://VISITFLORIDA.org/Planner).



 Learning Library: Learn how to navigate the Online Marketing Planner at [VISITFLORIDA.org/library](http://VISITFLORIDA.org/library).

### News to Use

VISIT FLORIDA's bi-weekly News to Use eNewsletter is designed to alert you of new programs and opportunities offered as they are added to the Online Marketing Planner, as well as new editorial and promotional leads.

News to Use and other important information is sent to our point of contact at your company, established on your Partner enrollment form.

Questions about changing the Partner contact at your company or adding business contacts to receive News to Use should be directed to the Industry Hotline at (877) 435-2872.



### Industry Social Media Channels

Connect with other Florida tourism industry businesses and keep up with industry news, VISIT FLORIDA updates and resources. For a list of VISIT FLORIDA's social media tourism industry channels, turn to the inside front cover of this guide.

### VISITFLORIDA.org

VISIT FLORIDA's industry website, VISITFLORIDA.org, allows you to explore a multitude of marketing tools, cooperative advertising programs and networking opportunities. The three primary areas of the site are Inside VISIT FLORIDA, the Partner Resource Center and Promote Your Business.



- Inside VISIT FLORIDA features information on the Florida Governor's Conference on Tourism, key Florida tourism facts, VISIT FLORIDA's Marketing Plan, VISIT FLORIDA's Annual Report, VISIT FLORIDA staff rosters, information on the Flagler Awards, information and meeting notices for those serving on VISIT FLORIDA committees and more.
- The Partner Resource Center is where you update your web listing, update your company roster and contact info, access your Partner logo, register for educational webinars, watch past webinars, upload Hot Happenings and more.
- Promote Your Business houses many marketing tools, including editorial leads, event insurance info, an image library, bulk requests for maps, Partner-to-Partner specials, sales leads, crisis preparation tools and more.

### Submit Your Information

To ensure you receive important communication from VISIT FLORIDA, update your company information and employee roster, as well as your personal profile at VISITFLORIDA.org.

Partners receive a Partner ID and password to access confidential, Partner-only sections of VISITFLORIDA.org. If you're a new Partner, you'll receive your ID and password in your Welcome Kit. If you need to retrieve your password or have questions about site access, feel free to call the Industry Hotline at (877) 435-2872.

### Log-In & Learn/Learning Library

Log-In & Learn is a series of webinars featuring a wide variety of expert presenters sharing their knowledge about tourism marketing trends in the fields of social media, mobile, internet, public relations, promotions and advertising. Due to recent demand in this very popular VISIT FLORIDA program, webinars are added every month. Webinar alerts are included in News to Use and can also be found on VISITFLORIDA.org in the Partner Resource Center. To view past webinars, visit the Learning Library at VISITFLORIDA.org/library.

### Florida Governor's Conference on Tourism

The Florida Governor's Conference on Tourism is the premier educational conference for the Florida tourism industry and is designed and coordinated by VISIT FLORIDA. The conference provides an opportunity for members of the Florida tourism industry to network with fellow travel professionals, learn more about participating in VISIT FLORIDA's wide range of programs, obtain the latest tourism research data and hear from industry experts and keynote speakers about their proven strategies for increasing business. To learn more, go to [FloridaTourismConference.com](http://FloridaTourismConference.com).



### VISIT FLORIDA Partner Logo

As a VISIT FLORIDA Partner, you are entitled and encouraged to use the VISIT FLORIDA Partner logo in your business communication materials, including your letterhead and print advertising. Please note that the usage does not include placement on products for promotion or retail sale. You may also use the VISIT FLORIDA Partner logo as a link to VISITFLORIDA.com from your own website. Help your site visitors plan their perfect Florida vacation with the rich, comprehensive travel information on VISITFLORIDA.com. The VISIT FLORIDA Partner logo is available in the Partner Resource Center on VISITFLORIDA.org. For more information, call the Industry Hotline at (877) 435-2872.



## VISIT FLORIDA Departments & Staff Roster Access

**Executive Operations** Supports the President and the CEO's office through administrative, public affairs and corporate communication activities.

**Marketing/Brand** Oversees the areas of advertising, content, co-op, internet, social marketing and creative services.

**Promotions** Coordinates Florida vacation packages, which are provided in-kind in exchange for promotional media exposure.

**Industry Relations** Responsible for the recruitment and retention of VISIT FLORIDA Partners, as well as tourism industry communications. The team works to keep Partners informed of marketing opportunities and program benefits through webinars, guides and communications materials.

**Public Relations** Offers programs and resources that include in-market domestic media missions and receptions, editorial leads and a media-targeted website.

**Research** Studies global consumer trends and travel patterns to learn more about Florida's visitors and their preferences, compiles the state's official air and auto visitor numbers, tracks tourism trends and conducts surveys to assess the effectiveness of advertising and marketing efforts.

**Sales** Reaches out to key travel professionals in both domestic and international arenas utilizing trade and consumer shows, as well as tour operator, travel agent and meeting planner relationships to keep visitors coming to Florida.

**Visitor Services** Responsible for operating the five Official Florida Welcome Centers, and greeting millions of visitors each year, offering them travel tips, vacation planning information and even a glass of fresh Florida orange juice.

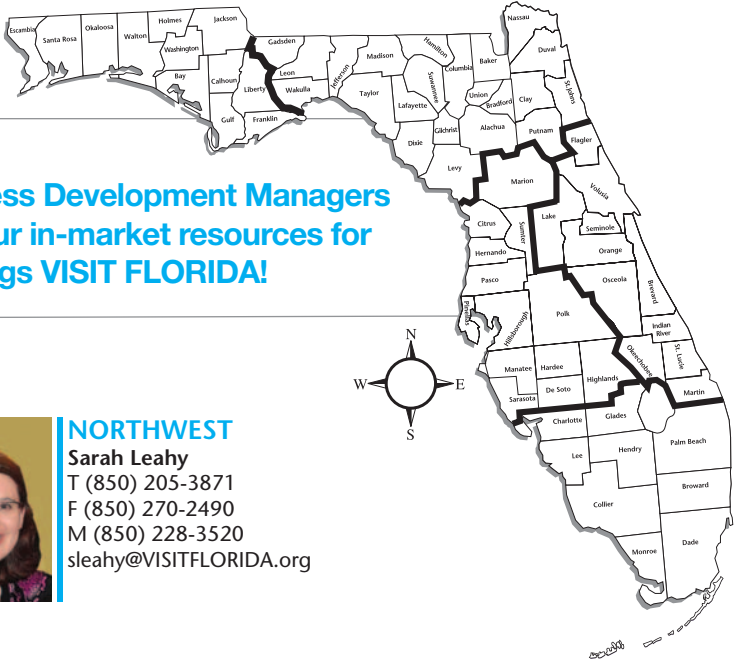
**Finance/Administration** Includes the activities of human resources, information technology, network and database management, finance, accounting, contracts supervision, warehouse oversight and office administration.



To view a full staff roster by last name, go to [VISITFLORIDA.org/roster](https://VISITFLORIDA.org/roster) or scan the tag on the left to view it on your mobile device.







**Business Development Managers  
are your in-market resources for  
all things VISIT FLORIDA!**



**NORTHWEST**

**Sarah Leahy**  
T (850) 205-3871  
F (850) 270-2490  
M (850) 228-3520  
sleahy@VISITFLORIDA.org



**NORTH CENTRAL/  
NORTHEAST**

**Brenna C. Dacks**  
T (850) 205-3870  
F (850) 201-6750  
M (850) 345-9758  
bdacks@VISITFLORIDA.org



**CENTRAL WEST**

**Kimberly Faulk**  
T (850)205-3867  
F (850) 201-6748  
M (850) 345-9757  
kfaulk@VISITFLORIDA.org



**CENTRAL/  
CENTRAL EAST**

**Jennifer Coto**  
T (850) 205-3869  
F (850) 201-6762  
M (850) 345-9766  
jcoto@VISITFLORIDA.org



**SOUTH**

**Beth Rice**  
T (850) 205-3868  
F (850) 201-6749  
M (850) 345-9759  
brice@VISITFLORIDA.org

**Toll-Free Industry Hotline:**

**877-435-2872**

Not yet a VISIT FLORIDA Partner? Go to VISITFLORIDA.org/join to learn more.



# VISITFLORIDA®

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