



Marketing & Communications Update April 2026

- **Current Running Media**
 - Print:
 - Visit Florida Vacation Guide – (2026)
 - Full page Ad
 - Sports Planning Guide
 - 2-Page Spread in Sports Planning Guide Magazine (2026)
 - 2-Page Advertorial Content in Florida Sports Guide section (2026)
 - CEP Relocation Guide – (2026)
 - Full page Ad
 - Flamingo Magazine – (March -May 2026)
 - Full page Ad
 - Meetings Today – (April 2026)
 - Full page Ad
 - BizBash – (April 2026)
 - Full page Ad
 -
 - Billboards (OOH)
 - Outfront
 - 2 Billboards
 - Clear Channel
 - 1 Billboard
 - Lamar
 - 1 Billboard
 - Digital
 - Ad + Genuity DSP (always on)
 - Total Impressions for March 2026: 2.3 M
 - Total Clicks for March 2026: 2,254 clicks
 - Cadent
 - Total Impressions for March 2026: 1.2 M
 - Total Clicks for March 2026: 1,096 clicks
 - Native
 - Total Impressions for March 2026: 1.9 M
 - Total Clicks for March 2026: 3,942 clicks
 - Flamingo
 - Total impressions for March 2026: 286,556
 - Simpli.fi (Meetings)
 - Total impressions for March 2026: 210,955
 - BizBash (Meetings)
 - Total impressions for March 2026: 587
 - Social (always on)
 - Facebook, Instagram



- YouTube
- Pinterest
- Search (always on)
 - Keyword and Performance MAX through Google

- **Industry/Advocacy Communications**

- Ribbon Cutting - Staybridge Suites Ocala
 - March 20, 2026
 - Location: Staybridge Suites Ocala-Near Equestrian-Aquatics, an IHG Hotel
- AC Marriott Ocala Shovel Ceremony
 - March 23, 2026
 - Location: AC Marriott Ocala
- Marion County Day
 - March 28, 2026
 - Location: McPherson Complex
- Ribbon cutting for the Rotary Sportsplex Synthetic Turf Project
 - April 1, 2026
 - Location: Rotary Sportsplex
- Launched 2nd Annual Postcard Contest
 - April 2026
 - Winner to be announced during National Travel and Tourism Week

- **Public Relations**

- MexTop_ – Mexico (VISIT FLORIDA Press Trip)
 - Media – Emilio Flores and Aline Alcaraz
 - March 2026
- Explore Magazine - Canada (VISIT FLORIDA Press Trip)
 - Media – Kathryn Anderson and Lisa Zral
 - April 2026