



## Marketing & Communications Update

### January 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)
- Billboards (OOH)
  - Outfront
    - 2 Billboards
  - Clear Channel
    - 1 Billboard
  - Lamar
    - 1 Billboard
- Digital
  - **Ad + Genuity DSP (always on)**
    - Total Impressions for October-December 2025: 4.2 M
    - Total Clicks for October-December 2025: 2,714 clicks
  - Cadent
    - Total Impressions for November-December 2025: 1.6 M
    - Total Clicks for November-December 2025: 11,466 clicks
  - Nativo
    - Total Impressions for November-December 2025: 2.3 M
    - Total Clicks for November-December 2025: 5,253 clicks
  - Flamingo
    - Total impressions for November 2025: 54,221
  - iHeart (Podcast)
    - Total impressions for December 2025: 73,094
  - Simpli.fi (Meetings)
    - Total impressions for November - December 2025: 1,526
  - BizBash (Meetings)
    - Total impressions for December 2025: 15,259
- Social (always on)
  - Facebook, Instagram
  - YouTube
  - Pinterest
- Search (always on)
  - Keyword and Performance MAX through Google
- VISIT FLORIDA Co-op Gold Package
  - November 2025
  - Estimated total impressions: 5.9 M



- **Industry/Advocacy Communications**
  - VISIT FLORIDA Welcome Center Fall Showcase
    - October 31, 2025
    - I-75 Welcome Center
  - Employee Academy
    - October 29, 2025
    - Location: Ocala/Marion County VCB
  - Tourism Annual Meeting
    - Dec 11, 2025
    - Location: World Equestrian Center
- **Public Relations**
  - AdventuringEyes– Domestic (VISIT FLORIA Press Trip)
    - Media – Sarah and Myles
    - October 2025
  - World Atlas, Canada (VISIT FLORIA Press Trip)
    - Media - Bryan Dearsley
    - October 2025
  - VISIT FLORIA Press Trip - French FAM (VISIT FLORIA Press Trip)
    - Outlets- BIBA; Yonder.fr and VSD; Apollo Magazine, GEO; Le Télégramme
    - Media - Virginie Gonçalves; Pascale Missoud; Capucine Berr; Esther Buitekant; Patrice Le Berre
    - November 2025
  - @byfieldtravel, Colombia (VISIT FLORIA Press Trip)
    - Media - Christian ByField
    - November 2025
  - Suzanne Wright – Freelance for USA Today - Domestic
    - December 2025
  - Press Releases:
    - VISIT FLORIDA Releases
      - Total 13 (Oct-Dec 2025)
      - Topics: Florida Fun Facts, What's New in 2026, Winter Escapes, Wellness and Luxury in the Sunshine State, Romance in the Sunshine State: Florida's Most Dreamy Getaways, New Year, New You, National Plan for Vacation Day, Florida's Top 10 Events Not to Miss in 2026, From Tranquil Trails to Lush Landscapes, Valentine's Day, Florida's Water Activities, Active Florida: Breaking a Sweat in the Sunshine State.
    - VCB Celebrates Record-Breaking Attendance at 3rd Annual Tourism Meeting