



Marketing & Communications Update March 2025

- **Current Running Media**
 - Print:
 - Visit Florida Vacation Guide – (2025)
 - Full page Ad
 - Prevue Magazine (Jan/Feb 2025 Issue)
 - Full Page Ad
 - Full Page Advertorial
 - Sports Planning Guide
 - 2-Page Spread in Sports Planning Guide Magazine (2025)
 - 2-Page Advertorial Content in Florida Sports Guide section (2025)
 - Billboards (OOH)
 - Outfront
 - 2 Billboards
 - Clear Channel
 - 1 Billboard
 - Ad+Genuity – Vistar Programmatic (always on – excluding Jan, May, Sept 2025)
 - Florida statewide digital billboards
 - Tampa International Airport & Orlando International digital panels
 - Urban panels – New York & Atlanta digital panels
 - Digital
 - Ad + Genuity DSP (always on)
 - Total Impressions for Jan- Feb 2025 : 5.5 M
 - Total Clicks for Jan- Feb 2025: 8,100 clicks
 - Sports Planning Guide
 - Video + Content on SportsPlanningGuide.com (October 2024-September 2025)
 - eNewsletter Banner Ads (Nov 2024 - Jan 2025)
 - Undertone (Feb 2025 – Aug 2025)
 - Total impressions for Feb 2025: 225,172
 - Total clicks for Feb 2025: 5,512
 - Nativo (Dec 2024 – Aug 2025)
 - Total impressions for Jan- Feb 2025: 3.5 M
 - Total clicks for Jan- Feb 2025: 21,112
 - TripAdvisor (Dec 2024 – March 2025)
 - Total impressions for Jan- Feb 2025: 1.5 M
 - Total clicks for Jan- Feb 2025: 3,237
 - Prevue
 - 5 e-blasts
 - Target Audience - Meeting planners
 - Total impressions for Jan- Feb 2025: 25,824
 - Total clicks for Jan- Feb 2025: 112



- Social (always on)
 - Facebook/Instagram
 - YouTube
- Search (always on)
 - Keyword and Performance MAX through Google
- **Industry/Advocacy Communications**
 - Career Day at Ina A Cohen Academy
 - Feb 24, 2025
 - VCB Hosted Tourism and Hospitality Industry Roundtable
 - March 12, 2025
 - VCB Industry Newsletter
 - March 2025
 - Florida Tourism Day in Tallahassee
 - March 26, 2025
 - Marion County Day
 - March 29, 2025
- **Public Relations**
 - Press Releases:
 - Top 10 Must See's in Ocala/Marion County– Jan 2025
 - Florida Huddle and Encounter – Feb 2025
 - Gateway Update – Feb 2025
 - What's New in Ocala/Marion County – March 2025
 - VISIT FLORIDA Releases:
 - 16 total (Jan-March)
 - Topics: Sustainable Florida, Spring Break, Solo Female Travel, Music Festival SZN, Escape the Hustle, Florida Superlatives, Family Fun in the Sun, Earth Day, Celebrating Motherly Love, Celebration National Museum Day, End of School, Florida Foodie Festival, Florida's Wildlife, Global Accessibility Awareness Day, Luxury Florida
 - Press Trips/ Familiarization Tours (FAM)
 - Germany - Front Row Society
 - REACH: Website: 394,000 unique monthly visitors; Social Media: 490,530+ followers.
 - Canada - World Traveller Magazine
 - REACH: 150,000 unique monthly visitors
 - Florida Huddle – (19 media)
 - Media covered markets from UK, Brazil, Canada, Mexico, Germany, and Latin America.
 - REACH: The combined total unique monthly reach for these media outlets is more than 7.8 million.
 - Canada – Family Traveller Canada
 - REACH: Global UVM: 500,000 and Canada UVM: 35,000. Email database: 42,000