



Marketing & Communications Update June 2025

- **Current Running Media**

- Print:
 - Visit Florida Vacation Guide – (2025)
 - Full page Ad
 - Prevue Magazine (March/April 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
 - Carvertise – Digital Retargeting (March - May 2025)
 - Total Impressions for May 2025 : 191,300
 - Total Clicks for May 2025: 223 clicks
 - Ad + Genuity DSP (always on)
 - Total Impressions for May 2025 : 3.8 M
 - Total Clicks for May 2025: 4,527 clicks
 - Sports Planning Guide
 - Video + Content on SportsPlanningGuide.com (October 2024-September 2025)
 - Undertone (Feb 2025 – Aug 2025)
 - Total impressions for May 2025: 658,186
 - Total clicks for May 2025: 5,724
 - Nativo (Dec 2024 – Aug 2025)
 - Total impressions for May 2025: 1.7 M
 - Total clicks for May 2025: 6,087
 - TripAdvisor
 - Total impressions for May 2025: 901,244
 - Total clicks for May 2025: 5,886
 - Prevue
 - e-blasts and feature stories
 - Target Audience - Meeting planners



- Total impressions for May 2025: 11,082
- Social (always on)
 - Facebook/Instagram
 - YouTube
- Search (always on)
 - Keyword and Performance MAX through Google
- Visit Florida Co-Ops
 - Arts + Culture (May 2025)
 - Display + Video
 - Total impressions for May 2025: 935,328
 - Total clicks for May 2025: 1,519
 - Gold Package – Families (April-May 2025)
 - Video: Hulu, Amazon, NBCU Peacock, and display (Ad + Genuity)
 - Total served impressions: over 7 M
 - Total video completions: 6.9 M
- **Industry/Advocacy Communications**
 - Tourism and Hospitality Roundtable
 - June 5, 2025
 - Location: Ocala/Marion County VCB
 - Tallahassee Sales Blitz
 - June 17-18, 2025
 - Location: Tallahassee, FL
- **Public Relations**
 - Press Trips
 - Cape Fear Living, Domestic
 - Media – Colleen Thompson
 - May 18-21, 2025
 - Masculin.com, France (Visit Florida Trip)
 - Media – Vincent Charretier
 - June 8-11, 2025
 - Press Releases:
 - VISIT FLORIDA Releases:
 - 3 total (June 2025)
 - Topics: Fall Vacation in Florida, Florida for Foodies, International Beer Day
 - Public Relations Society of America (PRSA) Travel & Tourism 2025 Section Conference
 - VCB staff attended this professional development and media opportunity conference.
 - June 3-5, 2025
 - Location: Tampa, FL