10 Simple Ways to Promote Your Business

August 28, 2014
Mission
To promote travel to and within Florida

Vision
VISIT FLORIDA establishes Florida as the No. 1 Travel destination in the world

Purpose
To brighten the lives of all
Maximize Your Business Listing on VISITFLORIDA.com
The white sands and emerald waters of Pensacola

THINGS TO DO

Top 10 amazing beaches

Off the beaten path

The Florida Keys & Key West

Family friendly adventure

UNLOCK THE LINKS
Book your Golf Getaway Today

UNLOCK TAMPA BAY
Treasure Awaits

Revised Website
Upload your photos
- Add multiple photos (20+)

Add your deals and special offers
- 5 Active deals on VISITFLORIDA.com

Add your events
- Add an unlimited number of on-site and local community events

Link to your social media sites
- Facebook, Twitter, YouTube, Foursquare and Google+

Update your listing at portal.VISITFLORIDA.org
Dixie Crossroads Seafood Restaurant

Budget Minded, Party Mode

Description:
Family-run operation for over 25 years, serving great tasting ocean caught seafood, char-grilled steaks, prime rib, chicken, fresh salads and our famous hot corn fitters, keeps this local icon at the top of everyone’s must do list. "We have people that started coming here as children and now bring their children," says Laurilee Thompson, owner and a 5th generation Floridian. The secret - serve high quality food at good prices! Located minutes from Kennedy Space Center, Port Canaveral and Orlando.

Amenities:
- Bus Parking
- Gift Shop
- Parking

Cuisine:
- Seafood
- Steak
**Description:**

Family-run operation for over 25 years, serving great tasting ocean caught seafood, char-grilled steaks, prime rib, chicken, fresh salads and our famous hot corn fritters, keeps this local icon at the top of everyone’s must do list. “We have people that started coming here as children and now bring their children,” says Lauralee Thompson, owner and a 5th generation Floridian. The secret – serve high quality food at good prices! Located minutes from Kennedy Space Center, Port Canaveral and Orlando.

**Amenities:**

<table>
<thead>
<tr>
<th>Amenities</th>
<th>Bus Parking, Gift Shop, Parking</th>
</tr>
</thead>
</table>

**Cuisine:**

Seafood, Steak

**Dining Type:**

Casual Dining

**Disabled Traveler Information:**

ADA Compliant, Handicapped Parking, Wheelchair-friendly

**Discount:**

Group Discount, Senior Citizen Discount

**Guest Information:**

Family Friendly

**Hours of Operation:**

Dates closed Thanksgiving, Christmas Eve and Christmas. Dinner, Hours Sun - Thurs. 11 a.m. - 9 p.m.; Fri - Sat. 11 a.m. - 10 p.m., Lunch, Open Year-Round

**Payment Options:**

American Express, Cash, Diners Club, Discover, MasterCard, Travelers Checks, Visa

**Restaurant Features:**

Children's Menu, Full Bar, Group Menu Available, Hot corn fritters, Individual Checks, Private Room Capacity 60, Seating Capacity 415

**Suitable for Ages:**

All Ages
Stay for Breakfast Package at the Orlando World Center Marriott

NOW - DECEMBER 31, 2014

Treat yourself to a truly delicious weekend of relaxation at the fabulous Orlando World Center Marriott Resort. Launch your day feeling the difference that our luxurious Revive® bedding can make and then indulge in a scrumptious breakfast buffet each morning of your stay. Fueled up and ready to go, visit one of the nearby theme parks or enjoy a spectacular resort complex that features six pools with a waterfront to stay cool, championship golf, and a full-service spa. Package includes: - One night's accommodations - Breakfast buffet for two adults and two children 12 and under occupying same room - Complimentary soft drinks - Read More...

Brews Around the Zoo
APRIL 9, 2014 - APRIL 9, 2014

Be a Party Animal! Get ready for our seventh annual Brews Around the Zoo! Spend the evening strolling through the Zoo and sampling unique craft beers. The evening will also feature select wines, live music, tasty bites from local restaurants, and animals from around the globe. Must be 21 years or older to attend. Limited advance tickets available for purchase online at www.centralfloridazoo.org for $40. Admission tickets will be mailed beginning in February. If available, tickets will be $50 day of the event. Brews Around the Zoo is one of our largest fundraising events that helps us to continue the highest quality of care for our animals... Read More

http://www.centralfloridazoo.org
information@centralfloridazoo.org

FAIRWINDS Credit Union Hippity Hop Adventure
APRIL 19, 2014

Hop along the Adventure Trail to find clues leading to the Easter Bunny. Win candy, prizes and surprises at Bunny Stops along the way. Kids receive free bunny talks to warm and enjoy crafts, a bounce house, musical entertainment for the kids and more. Be sure to meet the Easter Bunny throughout the day and at our egg hunts both Saturday and Sunday! This event is included in general Zoo admission; additional fees may apply for certain activities. For more information, call 407.323.4450 ext 100. For sponsorship and vendor opportunities, call 407.323.4450 ext 128.

http://www.centralfloridazoo.org
information@centralfloridazoo.org

Breakfast with the Animals: Fabulous Felines!
MAY 16, 2014

Join us for a fun and educational experience and learn many great facts about felines and other information that you probably didn’t know! While you enjoy your breakfast our expert keepers will share feline stories in the wild. After breakfast you will be taken on a special tour of the Zoo and introduced to our fabulous felines! The keepers will discuss felines personal information, likes, dislikes, the experience of working with that animal, safety precautions, what they are fed, and much more including animal enrichments. Please call 407.323.4450 ext 100 for additional information and ticket purchases. Registration required by February... Read More

http://www.centralfloridazoo.org
information@centralfloridazoo.org
VISITFLORIDA.org/join
#2 Get in Front of Travelers at the Welcome Centers
Traffic up 3.9%
AN ADVENTURE THE WHOLE FAMILY CAN ENJOY...
#3 Connect with Insider bloggers
#4 Share your News with the Media
PR@VISITFLORIDA.org
#5 Create and Share a Floridagram
Create your Floridagram

Your Photos + a Celebrity’s Narration = A Timeless Family Keepsake

Add Your Photos

Upload or drag and drop 3 to 5 images

OPTING INTO STEP 2 INDICATES AGREEMENT TO TERMS AND CONDITIONS

Choose Your Story

Sample Floridagrams
Want a celeb to narrate your Florida vacation?

CREATE A FLORIDAGRAM >>

VISITFLORIDA.com/Floridagrams

1 Upload your vacation photos.

2 Select a story vacation.

3 Share your celebrity-narrated Floridagram with friends and family.

VISITFLORIDA.COM

VISITFLORIDA.org/summer
#6 Utilize #LOVEFL
Social Media Campaign

- Encourage Floridians to share what they love about Florida

- Partner Opportunity
  - Free way to expose your brand to millions of residents and visitors
  - Encourage them to share photos/videos and tag with #LoveFL

- Download the Partner activation kit at VISITFLORIDA.org/LoveFL
  - Includes social media graphics, photos, posters, table tents and coasters.

#LoveFL
#LoveFL

Get Inspired by seeing how folks #LOVEFL

Dan @dan7210
My view from work the other day. #Intracoastal #ocean #blue #southflorida #lovel #boat #bridge #clouds #beach #Skyporn #loveFL
12 hours ago

bmoertl @bmoertl
Taken 2012 #redhot #ocean #sunrise #goodmorning #beautiful #firesky #beach #thegoodlife #lowell #iPhone #nofilter #lovedaytonabeach #floridaflife
10 hours ago

Jewzro @jazzy3w301
#americasbestbeaches #cleargram #hdr_pics #igersst Pete #ig_best_sunset #ig_shutterbugs #instagram_florida #ig_photolove #lovel #pixel_porn #nsa_sky #royalsnappingartists #sunsetporn #sm_daily #sunset_hunters #skymasters #sky_perfection #saintpetebeach #skycandy #sunset_madness #instaburg #jeburg #ig_best_sunset
11 hours ago

haley_rene @haley_one
I love this city
14 hours ago

Marissa OICU 429926 mjd @marissa_ramos
Marissa OICU 429926 mjd
images @marissa_ramos
The heron took a dip in the gulf.
15 hours ago

Rachel Santos @rachael81889
Beautiful day spent at one of my favorite beaches! #wednesday #dayoff #lighthouse #beach #beaconofhope #beautiful #summer #relaxing #sibling #bonding #exploring #fun #adventure #clear #summer #sky #weather #keybiscayne #miami #billbaggssstatelakepark #florida #lovel
11 hours ago

Sara @chinazita
"I found a liquid cure from my landlocked blues."
14 hours ago
#7 Utilize the Online Marketing Planner
Connecting to your Audience

MARKETING PLANNER
Your one source for cooperative sales, PR, promotions, welcome opportunities.

TOOLS & RESOURCES
Download research reports, industry tools to develop and grow your business.

GRANTS
Acquire supplemental funding for grant programs are available.

Popular Links
- Edit your Web Listing
- Communities

What's New
- VISITFLORIDA.com
- Industry Toolkit
- Economic Indicators Dashboard - July Edition
- FLORIDA Marketing Plan
### Program List

<table>
<thead>
<tr>
<th>Program</th>
<th>Cost</th>
<th>Type</th>
<th>Market</th>
<th>My Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW Chicago Train Takeover 2015</td>
<td>$29.00</td>
<td>Advertising: Official VISIT FLORIDA Product</td>
<td>Chicago</td>
<td>ADD</td>
</tr>
<tr>
<td>NEW Florida Meetings eNewsletter October 2014</td>
<td>$499.00</td>
<td>Advertising: Official VISIT FLORIDA Product Advertising: Internet/Mobile</td>
<td>Domestic - general</td>
<td>ADD</td>
</tr>
<tr>
<td>NEW Florida Meetings eNewsletter September 2014</td>
<td>$499.00</td>
<td>Advertising: Official VISIT FLORIDA Product Advertising: Internet/Mobile</td>
<td>Domestic - general</td>
<td>ADD</td>
</tr>
<tr>
<td>NEW Florida Meetings eNewsletter August 2014</td>
<td>$495.00</td>
<td>Advertising: Official VISIT FLORIDA Product Advertising: Internet/Mobile</td>
<td>Domestic - general</td>
<td>ADD</td>
</tr>
<tr>
<td>NEW Florida Meetings eNewsletter November 2014</td>
<td>$499.00</td>
<td>Advertising: Official VISIT FLORIDA Product Advertising: Internet/Mobile</td>
<td>Domestic - general</td>
<td>ADD</td>
</tr>
<tr>
<td>NEW Official VISIT FLORIDA Latin American Vacation Guide</td>
<td>$1,600.00</td>
<td>Advertising: Official VISIT FLORIDA Product</td>
<td>International</td>
<td>ADD</td>
</tr>
<tr>
<td>VISIT FLORIDA Summer 2014 Co-op USA Today Digital Display</td>
<td>$12,000.00</td>
<td>Advertising: Official VISIT FLORIDA Product Advertising: Internet/Mobile</td>
<td>Domestic - general</td>
<td>ADD</td>
</tr>
<tr>
<td>VISIT FLORIDA Summer 2014 Co-op Social Travel Online Display</td>
<td>$5,000.00</td>
<td>Advertising: Official VISIT FLORIDA Product Advertising: Internet/Mobile</td>
<td>Domestic - general</td>
<td>ADD</td>
</tr>
</tbody>
</table>
Chicago Train Takeover 2015

Description
For the past two winters, VISIT FLORIDA brought its bright sunshine to chilly Chicago through the use of a high impact train wrap. VISIT FLORIDA is expanding the program to allow for more partners and extended market coverage on two rail lines: Blue and Brown.

Here is how it works:
The exterior of the train is wrapped with bright colors and scenes from around the state.
The interior of the train car showcases advertiser's dynamic logo.
The interior of the train immerse the riders in unique and inspiring Florida experiences offered by our advertiser's organization and/or destination.
Cost: $29,500 per car (includes space, vendor production costs, materials and installation). Does not include creative production costs.
Flight dates: January 12, 2015 - March 22, 2015
Deadline to participate: August 11, 2014 (or until sold out)
See attached sales flyer for Blue and Brown routes and other information.

Rates

<table>
<thead>
<tr>
<th>Rate Name</th>
<th>Marketing Partner</th>
<th>Web Partner / non-partner</th>
<th>Partner Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Line</td>
<td>$29,500</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Brown Line</td>
<td>$29,500</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Marketing Partners receive discounted rates on VISIT FLORIDA® marketing programs. Web Partners receive exposure on www.VISITFLORIDA.com, but do not qualify for the Marketing Partner discounts available. Non-partners are not eligible for the discounted rates. To learn more about the changes to the VISIT FLORIDA® Partner program, please click here.
Advertisements Opportunities

- Mobile
- Vacation Region
- Homepage and Microsites
- Florida Residents
- Deals & Special Offers
- Run-of-Site
Bask in the epitome of R&R

Pigeon Key, Florida
#9 Showcase your Events
- Region
- Statewide
- Small Business Partner rate

AdSales@VISITFLORIDA.org
#10 Become a VISIT FLORIDA Marketing Partner
Marketing Partners receive the following core benefits (Over $60K in value):

**NEW** One post on VISIT FLORIDA’s consumer-facing Facebook page ($4,000)
**NEW** Free bulk order of FL Transportation Map and Magazines for distribution to travelers ($400)
**NEW** Listing in Official Florida Visitors Guide ($500)
Enhanced Listing on VISITFLORIDA.com ($365)
Access to VISIT FLORIDA Research (including Airline Reporting Data, Visitor Profile data, Statewide hotel data and International data) ($50,000)
Welcome Center lobby booth display (on a space-available basis) ($120)
Ability to work with Content team and Insider bloggers to highlight your business
Access to free webinars on marketing techniques and industry trends ($1200)
Apply for marketing grants ($5,000)
Apply to join a VISIT FLORIDA Committee
Facebook Post

#LoveFL

VISIT FLORIDA

VISIT FLORIDA is the state's official tourism planning source. Visit www.VISITFLORIDA.com for all the resources you need to plan your Florida vacation.

We've got the beach you're looking for,
http://bit.ly/1oIHKZU #LoveFL

Like · Comment · Share

About · Suggest an Edit

Facebook
## Listing in Official Visitors Guide

### VISIT FLORIDA

**Unplug & Unwind:**
Tech-free Family Vacations

**FIND YOUR PERFECT BEACH**

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### CAMPING

<table>
<thead>
<tr>
<th>Park Name</th>
<th>Address</th>
<th>Phone</th>
<th>Website</th>
</tr>
</thead>
</table>
| **ARCADIA**
Cayo Costa State Park | Isolated south of Boca Grande, Boca Grande 33921 | 941-964-6275 | www.floridastateparks.org/cayocosta |
| **BOCA GRANDE**
Big Cypress RV Park | 7860 W. Calabaza Ave., Arcadia 34266 | 863-454-1800 | www.cayocosta.com |
| **BOCA GRANDE**
Cayo Costa State Park | Isolated south of Boca Grande, Boca Grande 33921 | 941-964-6275 | www.floridastateparks.org/cayocosta |
| **CLEWISTON**
Big Cypress RV Resort and Campground | 3450 Halls Rd., Clewiston 33449 | 863-990-1300 | www.bigcypressresort.com |
| **ESTERO**
Kercherian State Historic Site | 3809 Corkscrew Rd., Estero 33926 | 239-463-0311 | www.floridastateparks.org/kercherian |
| **FORT MYERS**
Uphor Campground RV Resort | 17021 Uphor Dr., Fort Myers 33917 | 239-543-9330 | www.uper.com |
| **FORT MYERS BEACH**
Red Coconut RV Park | 3001 Estero Blvd., Fort Myers Beach 33931 | 239-403-7730 | www.redcoconut.com |
| **HOBE SOUND**
Jonathan Dickinson State Park | 16450 S.E. Federal Hwy., Hobe Sound 33455 | 772-546-2771 | www.floridastateparks.org |
Marineland Dolphin Adventure

BUDGET MINDED, GO GREEN, OUTDOORSY, PARTY MODE

Description:
Experience the thrill of swimming with dolphins at Marineland Dolphin Adventure, Florida’s most authentic and intimate environment for engaging, hands-on interactions with one of nature’s most extraordinary animals. Founded in 1938 as a studio for filming underwater sequences for motion pictures, the facility evolved into one of the state’s most-visited attractions by the 1950’s, and was modernized and updated with new pools and structures in 2006. Today’s Marineland Dolphin Adventure offers you and your family the opportunity to get in the water alongside our expert team of animal trainees and learn about dolphins: their anatomy, their behavior, how they communicate and the challenges they face in the wild. For those who don’t want to get in the water, but still want an incredible experience, watch dolphins swim, play and interact with guests in programs. Marineland Dolphin Adventure is available after-hours for one-of-a-kind dolphin weddings and parties with the pristine Atlantic coastline as backdrop to a day you will always remember.
2014-2015 VISIT FLORIDA Marketing Plan

Developed by the official tourism marketing corporation of the Sunshine State with the assistance and approval of the Florida tourism industry.

This plan provides the strategic foundation for the 2014-15 programs of VISIT FLORIDA. A significant amount of data is provided to assure that all Florida stakeholders can assess the performance of the state’s tourism marketing efforts and strengthen their own marketing by aligning with VISIT FLORIDA’s plan. Additional research data and information tools are offered for VISIT FLORIDA Partners.

Click Here to download a printable PDF (6.5MB) of the 2014-15 Marketing Plan

Click Here to download a printable PDF (4.8MB) of all our Partner Tools (requires Partner ID and Password)

Access to Research
Research

The VISIT FLORIDA Research team generates a stream of market intelligence reports on current conditions in Florida tourism, featuring visitor metrics and psychographic and demographic profiles, plus comparative and industry-wide reference statistics. Reports are available on visitor estimates, domestic and overseas markets, resident travel, African-American travel, and much more. VISIT FLORIDA’s Research Department also conducts a number of market research projects throughout the year in support of the organization’s marketing efforts to maintain and increase visitation to the state of Florida. A number of our research projects include opportunities for Partners.

View the Research Facts

View the Key Tourism Indicators

View the Florida Tourism Indicators Dashboard

View the Power of Florida Tourism Infographic

View the Florida Tourism by the Numbers PPT (Restricted to Marketing Partners) Updated 5.19.2014

View the Florida Visitor Study (Restricted to Marketing Partners)

Florida Visitor Study Order Form
Florida Insiders

- **Family**
  - Carrie McLaren
  - Doing it big with the little ones

- **Welcome Centers**
  - Karen Epstein

- **Food & Dining**
  - Rachelle Lucas
  - From food trucks to 5-star fare

- **Smart Travel**
  - Dallia Colón
  - Maximizing your time and money

- **Beaches & Adventure**
  - Lauren Tjaden
  - Relaxing hard and hardly relaxing

- **Boating & Fishing**
  - Terry Tomalin & Terry Gibson
  - Finding the perfect waters for you

- **Golf**
  - John Schwarz
  - Finding Florida's best fairways

- **Outdoors & Nature**
  - Kevin Mires
  - experiencing Florida's wilder side

- **Entertainment & Luxury**
  - Kara Pranker
  - Sharing the 5-star experience

VISITFLORIDA®
Some topics may include:

- Optimize your VISITFLORIDA.com listing
- Resources for your Small Business
- Flagler Awards Program Overview
- Overview of VISIT FLORIDA’s Marketing Plan
- Preview of 2014-15 Co-op Marketing Programs
Apply for Marketing Grants

- Advertising Matching
- Airline
- City-Wide Meetings & Conventions
- Cultural, Heritage, Rural and Nature Tourism
- Minority Convention
- Small Business Partner

*Application period opens every January*
VISIT FLORIDA Committees

- Advertising & Internet
- Audit
- Communications
- Cultural, Heritage, Rural and Nature
- Finance
- Industry Relations
- International
- Marketing Council Steering
- Meetings & Travel Trade
- Promotions
- Visitor Services
1. Maximize your VISITFLORIDA.com listing
2. Get in front of travelers at the Florida Welcome Centers
3. Connect with Insider bloggers
4. Share your news with the media
5. Create and share a Floridagram
6. Extend your reach with social media
7. Utilize the Online Marketing Planner
8. Advertise on VISITFLORIDA.com
9. Showcase your events (Rack Cards)
10. Become a VISIT FLORIDA Marketing Partner
Contact Info:

Industry Hotline: (877) 435-2872

Email: partner@VISITFLORIDA.org

Website: www.VISITFLORIDA.org
The Official Tourism Marketing Corporation for the State of Florida