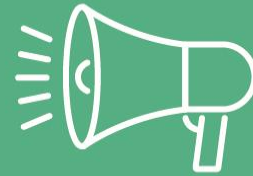


News to Use



VISIT FLORIDA Awarded \$10.5 Million to Promote Northwest Florida

As the state's official tourism marketing corporation, VISIT FLORIDA works tirelessly to support and elevate destinations around the Sunshine State. Last week, VISIT FLORIDA was awarded a three-year grant of \$10.5 million to create an innovative regional marketing campaign in collaboration with the eight coastal counties of Northwest Florida.

This regional campaign will be focused on Northwest Florida's outdoor and adventure experiences with the goal of positioning the area as a year-round vacation destination. The grant is through Triumph Gulf Inc., a nonprofit corporation that oversees the funds recovered from the 2010 Deepwater Horizon oil spill in the Gulf of Mexico.

[Read the Press Release](#)

Call for Content

What does One Fun Day in your city look like?

We're looking for "[One Fun Day](#)" style destination images to be featured on our social media accounts! Inspire our followers with vibrant images of a place to stay, a place to eat, and a

thing to do in your area. These should be bright and sunny images of must-try things for visitors to experience on their next vacation to the Sunshine State.

[Submit Your Images](#)

Research

Gen Z & Millennial Travel Habits - Skift Report

As a VISIT FLORIDA Partner you have access to Skift's research reports, like this one on Gen Z & Millennial Travel Habits. If you haven't already, log into the partner portal and [sign up](#) for your free subscription. From this report you'll learn the preferences, motivations, journey logistics, and economic factors influencing each demographic's travel decisions.

[Read the Report](#)

Programs

IMEX America

Reserve your space now for IMEX America, taking place on October 8-10, 2024 at the Mandalay Bay in Las Vegas. The VISIT FLORIDA booth will once again be in a prime spot on the tradeshow floor, ideal for your individual appointments with hosted buyers. Space is limited and sells out fast so don't delay registering.

[Register Now](#)

Florida Tourism Hall of Fame

The Florida Tourism Hall of Fame acknowledges contemporary and historic

Targeted Marketing Assistance Program

Nonprofits and small businesses with annual gross revenues of \$1.25M or less are eligible to apply for this year's Targeted Marketing Assistance Program (TMAP). This program is designed to help small businesses improve their marketing efforts through a variety of free benefits and resources. Apply by Friday, May 17.

[Apply Here](#)

DMO Video Program

DMOs are invited to explore our exclusive DMO Video program. This co-op includes

figures whose vision, creativity and drive have had a positive and significant impact on the development of Florida as a desirable vacation destination. One individual is chosen annually and announced during the Governor's Conference on Tourism.

[Nominate Someone](#)

the creation of a 30 second VISIT FLORIDA-led video and distribution through a high impact media buy. There is a 70% co-investment from VISIT FLORIDA to stretch your dollars even further. Packages are on a first come, first serve basis and will close on April 29.

[Find Out More](#)

Partners Making Waves

Boggy Creek Airboat Adventures is Making Waves in the Metaverse

In a groundbreaking move, Boggy Creek Airboat has launched their virtual reality experience to become the first Florida attraction to enter the Metaverse. Their immersive experience allows visitors to tour the park and experience the attraction virtually before experiencing it in person. A special feature also lets guests play Virtual Reality games and collect gems to win free Gemstone Mining at the park and discounts on admission tickets. Ready to experience it for yourself?

[Red Pill](#)

[Blue Pill](#)

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