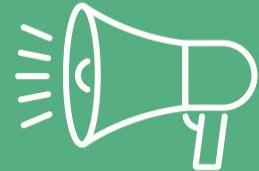


# News to Use



## VISIT FLORIDA "You-Cation" Campaign



VISIT FLORIDA launched the latest component of its "YouCation" campaign which aims to influence the impulse travel decisions of Gen Z and Millennial audiences. We partnered with Emergent Media to create and produce first-person vlog-style videos, cinematic travel imagery, and on-trend compilation

videos utilizing innovative camerawork and special effects.

The media campaign runs as three sets of Instagram Reels/Stories on the Emergent-owned Paradise channel plus first-party audience distribution on Meta and continues through mid-May, 2024. Viewers are driven to a custom travel guide on the Paradise website that provides additional information and links to the VISIT FLORIDA playlist on YouTube.

[Watch the Videos](#)

## Call for Content

### **Be Featured in our Luxury Press Release**

With so many exclusive experiences around the state, Florida is a luxury traveler's paradise! If your area, attraction, or property caters to the luxury market then we want to hear from you. Submit your content by **May 10th** and your business could be featured in our next press release. VISIT FLORIDA press releases are used to inspire top media around the globe.

[Submit Content](#)

## Research

### **March STR Reports Now Available**

VISIT FLORIDA provides monthly STR reports on hotel data as part of our Marketing Partner's exclusive benefits. The reports are broken down by market for each region of the state, and include hotel-related metrics such as occupancy, average daily rate, and revenue per room.

[Request Your Report](#)

## Programs

### Save the Date for the 2024 Flagler Awards

The Flagler Awards is an annual statewide competition recognizing outstanding Florida tourism marketing. The submission period for this year's Flagler Awards is May 6th - May 24th. You can enter any marketing materials, programs, events or activities used during the calendar year to promote a Florida tourism product, service or experience to visitors. You'll receive an email on May 6th with the link to submit. Start planning your entries now!

#### Reach Consumers at the I-10 Showcase

Millions of visitors pass through Florida's Official Highway Welcome Centers annually. Inspire and influence their travel plans at the I-10 Summer Showcase. Bring giveaways, coupons, brochures, characters, and specials to make a memorable impact. For more information, click the link below.

[Register Now](#)

#### 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](#)

#### GC24 Sponsorships

VISIT FLORIDA's annual signature event, the Florida Governor's Conference on Tourism, will be held August 28-30 at the Tampa Bay Convention Center. Maximize your exposure at this event of over 850 tourism leaders with one of our sponsorship packages!

[Explore Packages](#)

#### Civil Rights Trail Application Now Open

The U.S. Civil Rights Trail Marketing Alliance, in cooperation with a review committee of historians and travel professionals are now considering all new applications for membership. Applicants will be notified by August 30 regarding the status of their submission.

[Find Out More](#)

### **RFP Alert: Mexico Travel Trade & PR**

VISIT FLORIDA is soliciting proposals from agencies for day-to-day Travel Trade and Public Relations operations including sales and marketing services within Mexico. The selected agency or agencies would be responsible for executing VISIT FLORIDA's strategic plan in the Mexican market.

[Learn More](#)

### **Open Positions**

Come work for an award-winning Destination Marketing Organization where we make an impact, work purposefully, and live passionately. VISIT FLORIDA is currently hiring for an Accountant as well as a new position- Integrated Media Account Executive.

[Join Our Team](#)

## **Partners Making Waves**

### **New Additions to the Florida Michelin Guide**

The MICHELIN Guide announced nine new Stars in the 2024 Michelin Guide selection for Miami, Orlando and Tampa. The anonymous inspectors noted three one-MICHELIN-Star restaurants added in Miami, four in Orlando and two in Tampa, bringing the new total to 26. "Since the arrival of the MICHELIN Guide to Florida in 2022, there has been significant growth in the state's local culinary scene, proving Florida is a leading gastronomic destination for travelers near and far," said Gwendal Poullennec, the International Director of the MICHELIN Guides.



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