News to Use

Partner Benefits

Twitter Chat: Reasons to Love Florida
February 11, 2020, 1:00-2:00 p.m. EST
Just in time for Valentine's Day, join us on Twitter as we discuss the many reasons to love Florida! With no cost to participate, VISIT FLORIDA's 60-minute offer the perfect opportunity to engage with travelers, travel writers, bloggers, and influencers. **Tune in on Twitter with #FLTravelChat.**

Want to get on our email list for future #FLTravelChat discussions? Email your name, organization, and Twitter user name to **socialmedia@visitflorida.org**.

LIVE Webinar: Understanding the Short-Term Rental Landscape (Hosted by All the Rooms)
February 19, 2020, 10:30 a.m. EST
Florida's vacation rental market is estimated to be worth more than $1 billion per year, with more than 6.5 million guest booking short-term rentals rather than traditional lodging. As this space continues to grow, it's important to understand what's happening in your market. Join us as we discuss tips and tools for navigating the short-term rental landscape. **Click here to register.**

International Marketing

World Trade Market (WTM) Latin America 2020 ***LAST CHANCE TO REGISTER!***
March 31-April 2, 2020, São Paulo, Brazil
Registration Deadline: February 20, 2020
Expand your network and connect with top tour operators and industry professionals from around the world at the largest trade show in Latin America. Taking place in Brazil, Florida's #3 international market, WTM Latin America is attended by 9,000 influential visitors and 600 exhibiting companies that shape the direction of the travel industry.

In addition to an exhibitor stand, VISIT FLORIDA will be hosting a WTM media reception on April 2 (see more information in the Public Relations section below). Partners who participate in both will receive a discounted rate. **Reserve your spot now!**

Canada Roadshow 2020
April 23-30, 2020, Montreal, Toronto, and Calgary, Canada
Join VISIT FLORIDA for a week-long roadshow throughout Canada! In Montreal and Toronto, partners will participate in one-on-one appointments, a VIP lunch, training, and a media reception. In Calgary, partners will have the unique opportunity to attend the WestJet Spring Expo and product launch to present and train an estimated 485 reservation staff members. Partners can choose to participate in all three cities or the Montreal/Toronto or Toronto/Calgary portion of the mission. **Click here to register.**

Public Relations

Media Reception at World Travel Market (WTM) Latin America 2020
April 2, 2020, São Paulo, Brazil
Join this unique opportunity at WTM Latin America to meet and network with top tier travel trade and consumer media. Connect with influencers and media professionals one-on-one, provide a brief presentation, or submit a media kit to be featured on VISIT FLORIDA's media site. **Click here to learn more and register.**

For questions, email Brianna Barnebee at **bbarnebee@VISITFLORIDA.org**.

Mexico Sales & PR Mission 2020
May 4-8, 2020, Monterrey, Mexico City, Guadalajara, Mexico
Registration Deadline: March 31, 2020
Join VISIT FLORIDA in three of Mexico's top tier cities to meet and educate trade and media professionals. Held the first week of May, this combined sales and PR mission provides opartners an exclusive opportunity to meet one-on-one with travel professionals- an important effort in this market. **Click here to learn more and register.**

For questions, email Brianna Barnebee at **bbarnebee@VISITFLORIDA.org**.

Eco/Sustainable Travel and Voluntourism Content
Submission Deadline: February 28, 2020
According to a recent Booking.com study, 55 percent of global travelers stated they are “more determined to make sustainable travel choices than they were a year ago.” Additionally, approximately 71 percent of travelers believe that travel companies should offer customers more sustainable options.

Showcase your sustainable travel or voluntourism offerings to this growing audience with VISIT FLORIDA! In addition to target market press releases and trade show talking points, your business will be featured on the **VISIT FLORIDA eco-friendly travel hub**, a wealth of tips and resources for sustainable travel in the Sunshine State. To submit your content, **click here**.

Canada Media Mission and Reception 2020
April 27-May 1, 2020, Toronto and Montreal, Canada
Registration is now open for VISIT FLORIDA’s Canada Media Mission and Reception! This dual-city event will provide 5 selected partners the opportunity to directly meet and pitch top-tier journalists and influencers through a series of desk side appointments and networking events organized by VISIT FLORIDA. Partners unable to attend are encouraged to provide a press release with up to 5 photos and a video for inclusion in a digital media kit.

To learn more, **click here**. To register or participate in the digital media kit, **click here**.

Registration Deadline: February 28, 2020

Host a Media Trip
Maximize your business or destination’s exposure by hosting a media trip for the travel media professionals who can best tell its story. Based on your markets of interest, trip focus, and time frame, VISIT FLORIDA’s public relations team will connect you with qualified journalists, photographers, or influencers that fit your needs. To get started, **complete and submit a Host a Media Trip form**. For questions, email **PR@VISITFLORIDA.org**.

Co-Op Opportunities

I-10 Welcome Center Florida Showcase
February 21, 2020, I-10 VISIT FLORIDA Welcome Center, Pensacola, FL
Interact directly with a sampling of the 2.7 million visitors who pass through our Welcome Centers each year. Share an 8'x2' table with an industry member and bring giveaways, coupons, brochures, characters, and specials This event is open to both Marketing Partners and Web Partner/Non-Partners. Marketing Partners receive a 20% discount off the non-partner rate. Space is limited. **Click here to register.**

Registration Deadline: February 14, 2020

VISIT FLORIDA's Adventure Seekers Campaign
Tier 1: $7,500 (only 1 remaining!)
Tier 2: $20,000 (5 available)
Deadline: February 28, 2020

VISIT FLORIDA's Families Campaign
Tier 1: $15,000 (only 1 remaining!)
Tier 2: $50,000 (only 2 remaining!)
Deadline: February 28, 2020

VISIT FLORIDA News & Events