

**ADDENDUM 4  
RFP 05-17  
ADVERTISING/MARKETING ~ SOCIAL MEDIA ~ RESEARCH ~ PUBLIC  
RELATIONS SERVICES FOR OKALOOSA COUNTY TOURIST DEVELOPMENT  
DEPARTMENT**

This addendum is to answer the following questions:

**1. Proposal Requirements Item 3):**

- a. Does the county truly mean that we must provide audited financial statements as opposed to reviewed financial statements?

Audited financial statements are required from the top-ranked vendors.

**2. Media:**

- a. What percentage of your media budget for the past three years has been allocated to support each of the following audiences: Leisure, Group Meeting Planners, and Travel Agents/Tour Operators?

Approximation: Leisure 90%, Groups/Conventions 10%. Travel agents/tour operators is a component of Groups/Conventions.

- b. What percentage of your media budget for the past three years has been previously allocated to Leisure-Drive vs. Leisure-Fly Consumer efforts?

Seasonal service to 14 new destinations begin earlier this year. The County's goal is to market the destination such that demand motivates airlines to expand seasonal service beyond the summer season. The County and agency will collaborate to best determine what portion of the budget should be attributable to fly markets.

- c. What % of the meetings booked are SMERF? Association? Corporate?

Most of the users of the Emerald Coast Convention Center are local. We are looking to grow out-of-town business.

<b>Type</b>	<b>Actual Attendance</b>
<b>Meeting: Private (MEET)</b>	3,072
<b>Banquet (BQT)</b>	7,750
<b>Seminar: Public (SEM)</b>	1,240
<b>Exhibition/Trade Show (EXH)</b>	14,066
<b>Athletic Competition (ATH)</b>	26,902
<b>Social (SOC)</b>	4,893
<b>Performance (PER)</b>	7,678

<b>Convention: Out of Town (CONV)</b>	4,238
<b>Festival/Special Event (FEST)</b>	7,715
<b>Internal (INT)</b>	89
	<b>77,643</b>

- d. What “metrics of campaigns success” have been utilized to evaluate previous media campaigns?

Broad measures currently include bed tax collections, occupancy, ADR, revpar, social media followers, etc. Goals, objectives and metrics are currently a point of weakness, and will be established at the beginning of the contract and will evolve over time. The County welcomes ideas for metrics as part of the response to the RFP.

- e. Do the Media Campaign Strategy and Media Strategy pie-charts reflect where you have been or where you want to go with your media campaigns?

The charts serve as a starting point, with County staff and the agency collaborating to best determine strategy moving forward.

- f. Are the Media Campaign Strategy and Media Strategy pie-chart percentage break outs reflective of media ad spend (\$s)?

Yes

- g. How do you define “Non-Seasonal” as it relates to your Media Campaign Strategy (see the pie chart provided)?

Examples of non-seasonal includes tv/radio morning show taping and bidding to host sports events.

- h. Within the Media Campaign Strategy pie chart, “Groups” account for 5% and “Mtgs/Conventions” an additional 5%. How are you defining “Groups” verses “Mtgs/Conventions”?

Groups are leisure (e.g. weddings, reunions, tour groups). Meeting/Conventions are those that would book the Emerald Coast Convention Center.

- i. Will you please provide a recap of your marketing and campaign goals for the past three years and how you delivered against them? What benchmarks or KPIs have you set for the year ahead?

As we are between agencies, comprehensive marketing goals have not yet been established for the current year. The prior year Strategic Marketing Plan and sample monthly report are attached hereto.

Monthly marketing reports are provided to the Tourist Development Council and are available online: <http://okaloosacountyfl.iqm2.com/Citizens/Default.aspx>.

Select Meeting Group: Tourist Development Council

Select Agenda Packet link for each meeting date

The Marketing Update is typically the first document under section II. Items for Information Purposes Only (Speaker)



- j. Which destinations do you identify as your primary competitors for Leisure Travel?

Immediate neighbors to the east and west, as well as select destinations elsewhere along the southeastern US coastline. This will be discussed in detail with the new agency.

- k. Which destinations do you identify as your primary competitors for Meetings & Conventions?

This is an area of weakness and will be discussed in detail with the new agency.

- l. Does the sample media plan requested under “ADVERTISING/MARKETING” need to detail tactics to support all recommended target audiences with media allocation by percentages, or just one sample audience with media allocation by percentages?

The intent was all recommended target audiences, but one sample audience is sufficient given the language is singular “recommended target audience”.

- m. Does the sample media plan requested under “ADVERTISING/MARKETING” need to be fully negotiated or a working representation?

A working representation.

- n. Does the sample media plan requested under “ADVERTISING/MARKETING” need to detail delivery goals?

No.

- o. What independent research studies have been conducted over the past five years on behalf of the Emerald Coast Convention & Visitors Bureau, the Emerald Coast

Convention Center and the Emerald Coast Film Commission? Is this research available to us? If so, please provide a link to access.

All research will be shared with the new agency.

**3. Social:**

- a. How is success currently being measured for social media? (engagement, clicks to website, online bookings, etc.)

All of the above. Goals, objectives and metrics will be established at the beginning of the contract and will evolve over time. The County welcomes ideas for metrics as part of the response to the RFP.

- b. What social media tools does Okaloosa County currently use in-house (if any)? Is there a preference?

No preference

- c. How much is currently being spent in social media paid advertising by platform?

Detailed spend will be shared with the new agency.

- d. Is the hashtag #EmeraldCoasting a requirement for social media?

No.

**4. SEM**

- a. How much is currently being spent in SEM by search engine? What is the average CPC and CTR for each?

Detailed spend will be shared with the new agency.

**5. Digital**

- a. Who is responsible for website analytics reporting?

Shared responsibility of advertising agency and website hosting/maintenance vendor.

- b. Are tracking pixels/urls available for digital media/social media?

Yes.

- c. What is the process for updating elements on the website?

Requests may come from agency or County staff. County staff notifies website hosting/maintenance vendor of desired changes.

d. Who is responsible for the website design?

Collaboration of agency, County staff, and website hosting/maintenance vendor.

e. Will we need to include website updates in our proposal?

No

6. I believe this PR RFP was previously issued. Is it being re-issued? If so, why? What's different and what caused the re-issue?

The consensus of the original review committee was to reject all responses and reissue two separate RFP's: one exclusively for Public Relations services and one for Advertising/Marketing-Public Relations-Social Media-Research in which public relations services would be optional. Furthermore, the committee wished to clarify pricing and the provision of financial statements within the Advertising/Marketing-Public Relations-Social Media-Research RFP language.



# FY 2015-16 STRATEGIC MARKETING PLAN

TDC - May 28, 2015

BCC - July 7, 2015

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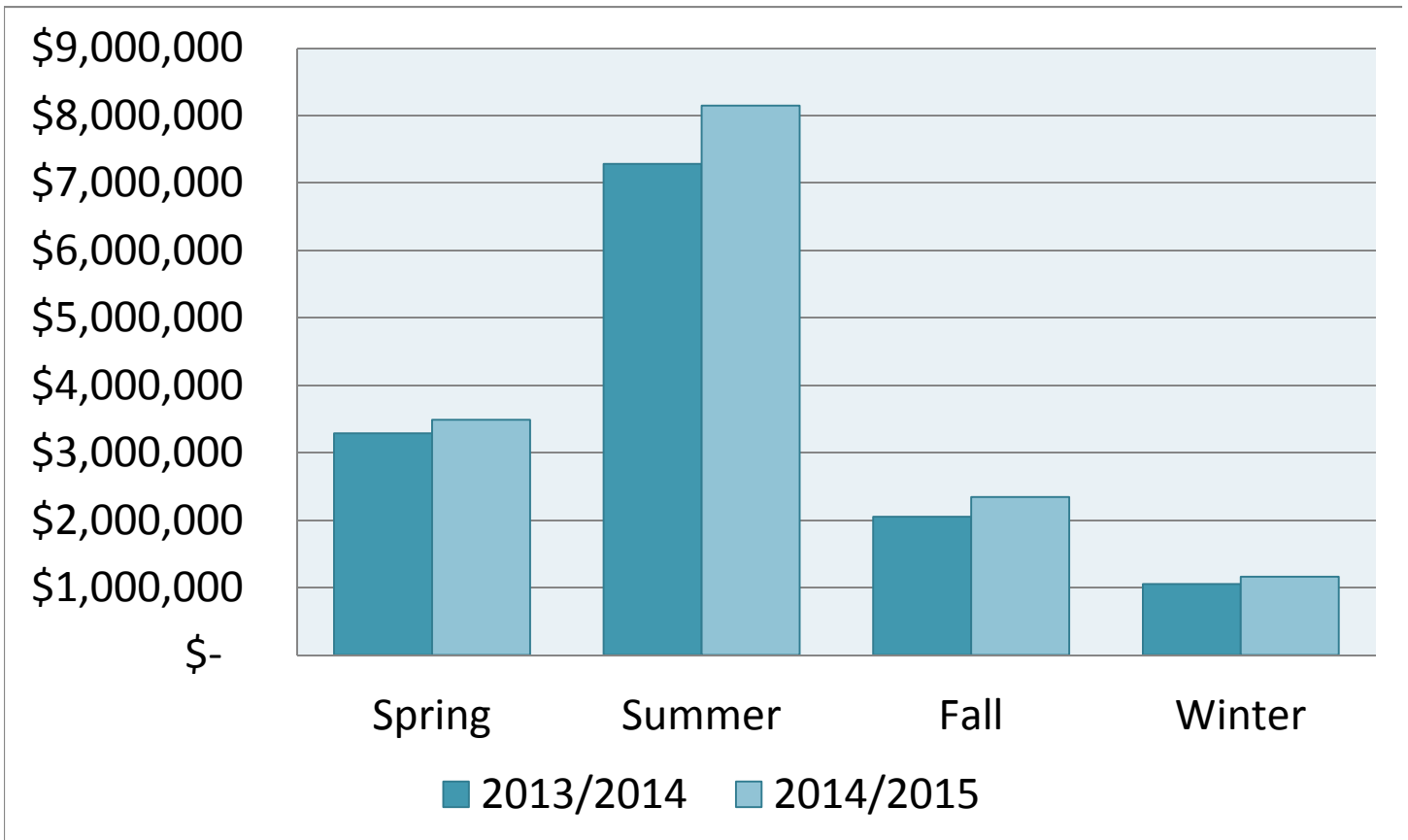
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# 2014 Snapshot





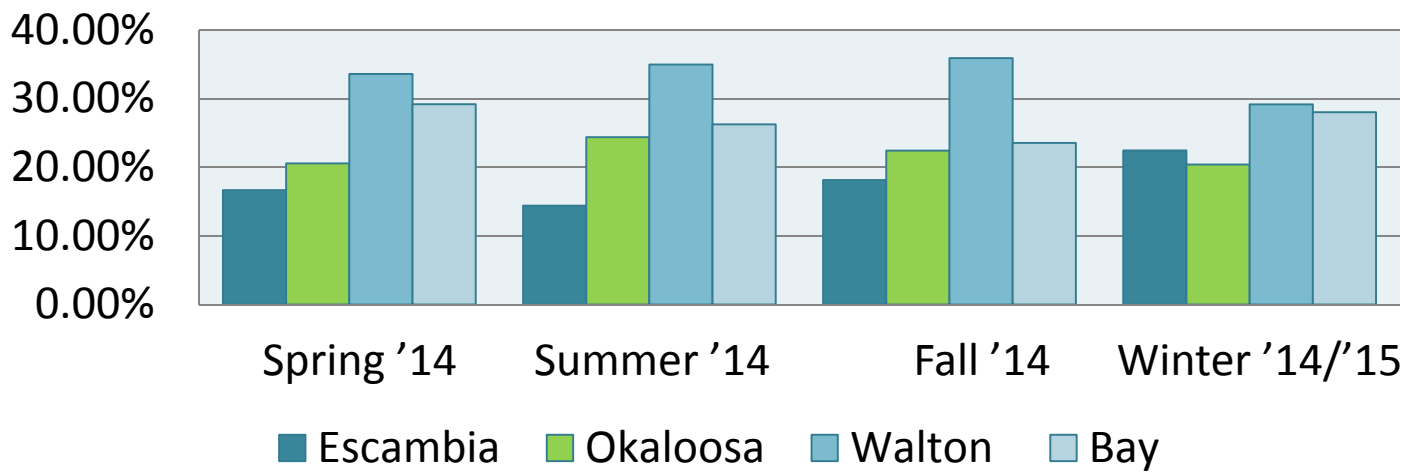
# Actual Bed Tax Collections



# Market Share

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## Share of Market %



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# Objective, Strategies & Tactics



# Objectives

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- Drive leisure, group and meeting visitation during the shoulder seasons
- Maintain top-of-mind awareness during peak seasons
- Leverage awareness of #EmeraldCoasting brand
- Maximize impact of media spend

Let's Go

#EMERALDCOASTING

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# Strategies

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- Communicate year-round messaging while focusing on driving business during the shoulder seasons
- Utilize research to motivate consumers to select Emerald Coast as their vacation destination
- Utilize festivals and special events to drive trial and repeat visitation
- Continue to embrace social media as an essential component of the communications plan



# Tactics

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- Target consumers with a combination of **TRADITIONAL** and **ONLINE** marketing
- Communicate the brand through **NICHE MEDIA** including weddings, groups, meetings, signature events, Gulf-to-Table and ecotourism
- Offer bed-tax collectors **COOPERATIVE** media opportunities designed to broaden awareness and deliver qualified leads
- Collaborate with **VISIT FLORIDA** to maximize impact of media spend

# Tactics

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- Deploy quarterly **CONSUMER E-NEWSLETTERS** and monthly **PARTNER E-NEWSLETTERS** to maintain top-of-mind awareness
- Position the consumer as **ONE CLICK AWAY** from our website and potential bookings
- Promote and **TRACK** special events and initiatives via **WEBSITE**

# Seasonality

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	<b>Booking Window</b>	<b>Impact Period</b>	<b>Primary Audience</b>
<b>Spring</b>	January - March	Post-Spring Break - pre-Memorial Day	Couples and/or groups without children; Spring Break visitors
<b>Summer</b>	Mid-January - Mid-June	Memorial Day - Mid-August	Families
<b>Snowbirds</b>	Mid-August - January	December 2015 - March 2016	Retired adults from northern climates (including Canada)
<b>Fall</b>	Mid-June - Mid-October	Mid-August - Thanksgiving	Couples and/or groups without children; Fall Break visitors
<b>2015 Christmas</b>	Mid-August - October	Thanksgiving - New Year's	Families and/or couples



# Target Audience Profile

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## Demographics

- Adults
- Ages 25 – 64 (skewing women)
- Affluent active travelers

## Mindset/Lifestyle

- Traveler – at least 3-night stay
- Interested in the beach, fishing, shopping, restaurants and more
- Looking for an accessible escape



Beaches



Shopping



Dining



Nightlife

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# Media Markets

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- Primary target audiences will include leisure travelers within a 13-hour-drive radius of the Emerald Coast as well as meeting/group business travelers



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# Emerging Markets

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- Secondary emerging markets will include:



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# Marketing Initiatives



# Marketing Initiatives

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- Conduct annual consumer **RESEARCH** to measure **ROI**
- Enhance **CONVENTION CENTER** section of **WEBSITE**
- Generate **EARNED MEDIA** through public relations
- Create **SOCIAL MEDIA AWARENESS** and engagement through community management and cross-channel campaigns
- Develop **MEDIA STRATEGY & MESSAGING** that most effectively reaches the target audience, **DRIVES VISITATION** and delivers direct leads



# Consumer Research



# Consumer Research

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Conduct **CONSUMER RESEARCH** to increase efficacy of marketing efforts and determine the following:

- **BEST TARGET** during different **SEASONS**
- **ATTITUDES, BEHAVIORS** and **IMPLICATIONS** of messaging
- **WHERE** and **WHEN** can we best communicate with our consumer

# Website





# Website

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Optimize performance of the website:

- Examine the unique user experiences occurring on each site for possible integration
- Enhance Convention Center section of site to incorporate #EmeraldCoasting campaign
- Ongoing review of Google Analytics of the sites for user trends and patterns
- Continue to update and provide new and relevant content, video, blogs and features to engage consumer interest

# EMERALDCOASTING.COM

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# Public Relations



# General Awareness

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## Objectives

- Raise **AWARENESS** of the Emerald Coast
- Leverage the **NATURAL ASSETS** of the area to highlight the Emerald Coast during shoulder seasons

## Strategies

- Support **SHOULDER SEASON** campaigns
- Work in collaboration with **SOCIAL MEDIA** to utilize existing media channels
- Utilize **NEWS COVERAGE** to establish the Emerald Coast as the top choice for a beach vacation destination
- Position the destination's unique offerings as a premier location for **GROUP** and **MEETING BUSINESS**
- Leverage the CVB's marketing activities to earn **LOCAL MEDIA** coverage



# National/Regional Tactics

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- Host **THEMED PRESS TRIPS** for national travel journalists and bloggers
- Recommended themes:
  - Affluent traveler
  - Gulf to Table (foodies)
- Regional **OUT OF MARKET TV APPEARANCES** and **DECKSIDE MEDIA MEETINGS** to promote major events and seasonal tourism



# National/Regional Tactics

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- Host **INDIVIDUAL MEDIA VISITS** for writers who reach consumers from target markets interested in unique aspects of the Emerald Coast
- Develop **MONTHLY** topics to target and attract niche media:
  - **OCTOBER:** Fishing Rodeo
  - **NOVEMBER:** Shopping
  - **DECEMBER:** Snowbirds
  - **JANUARY:** Romance
  - **FEBRUARY:** Rejuvenate for Spring
  - **MARCH:** Arts appreciation
  - **APRIL:** Mother's Day getaways
  - **MAY:** National Travel & Tourism Week; Military appreciation
  - **JUNE:** Adventure travel
  - **JULY:** Eat like a local
  - **AUGUST:** Fall break
  - **SEPTEMBER:** Craft beer



# Local Tactics

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- Host **NATIONAL TOURISM WEEK** industry Heart of Tourism Awards in May to generate local media exposure and appreciation among Emerald Coast citizens for its local tourism marketing efforts and the industry's economic impact
- Unveil **ANNUAL STRATEGIC MARKETING PLAN/CAMPAIGNS**



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# Local Communications Plan

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- CVB to lead local initiatives
- Target Audience
  - Permanent **RESIDENTS** of Emerald Coast
- Key media outlets
  - WEAR-TV
  - WALA-TV
  - WKRG-TV
  - The Destin Log
  - Northwest Florida Daily News
  - WFTW-AM
  - WNWF-AM



# Ongoing Social Media





# Overview

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## Objectives

- Utilize social channels to reach current Emerald Coast visitors, future visitors and the local community
- Provide a unique, two-way communication channel to call fans to action



## Strategies

- Generate awareness about the Emerald Coast as a tourist destination with unique or crowd-sourced content
- Drive consideration by educating fans about the Emerald Coast
- Encourage preference by engaging key online influencers in conversation



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# Channels

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Network	URL	Fans/ Followers (As of 5/8/15)	Average Monthly Engaged Users
Facebook	<a href="https://facebook.com/FloridasEmeraldCoast">facebook.com/FloridasEmeraldCoast</a>	443K	58K
Twitter	<a href="https://twitter.com/EmeraldCoastFLA">twitter.com/EmeraldCoastFLA</a>	6.3K	267
Pinterest	<a href="https://pinterest.com/EmeraldCoastFLA">pinterest.com/EmeraldCoastFLA</a>	1,000	N/A
Instagram	<a href="https://instagram.com/EmeraldCoastFLA">instagram.com/EmeraldCoastFLA</a>	1,500	N/A



# Content

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## Planned Content

- Created in advance of publishing
- Enables social media presence to engage a targeted audience
- Written as a calendar to be reviewed before implementation

## Live Content

- Created in real time as news, trends, conversations and comments arise
- Timely and relevant
- Responses to Facebook comments, retweeting Twitter content and creating new content in response to trends

# Content

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Category	%	Justification
Lifestyle, Life on the Emerald Coast	40%	Leveraging past creative, this content shows the vibrant lifestyle that is a hallmark of the Emerald Coast. Text and rich media posts will allow communities to experience the beaches and lifestyle of the Emerald Coast from wherever they are.
Attractions & Amenities, Lodgings, Shops and Eateries	30%	This category encompasses tourism sights and services in the area. From lodgings and shops to activities and local eateries, this category educates fans about amenities on the Emerald Coast.
Events, Public Happenings	10%	Okaloosa County boasts year-round community events for the public to enjoy. This category syndicates local happenings and encourages the social media communities to share and take part.
News, Travel Articles & Accolades	20%	Emerald Coast's social media pages will share the most compelling news stories relevant to the area as a tourist destination. This can include write-ups from travel bloggers, contests for top travel destinations and any other local coverage relevant to travel and leisure.



# Content

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- Shoulder season campaigns
  - March-May and August-October
  - Drive awareness and visitation
- Summer social media engagement
  - June-August
  - Form relationships with summer visitors to curate content to drive shoulder season visitation
- Instagram/Twitter/Pinterest growth
  - Post image updates and curate user-generated content
  - Find the right daily conversations to proactively engage in
- Influencer outreach
  - Utilize list of influencers on social media
  - Continue to develop tactics to engage and incentivize

# Industry Trends



# Advertising Growth in Tourism

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- The fastest growth in travel industry advertising will come from social and video platforms, according to recent Expedia Media Solutions and Phocuswright
- Social and video ad budgets have tripled from 2011 to 2014 and account for 18% of the total digital dollars spent



Source: Expedia Media Solutions and Phocuswright - December 19, 2014

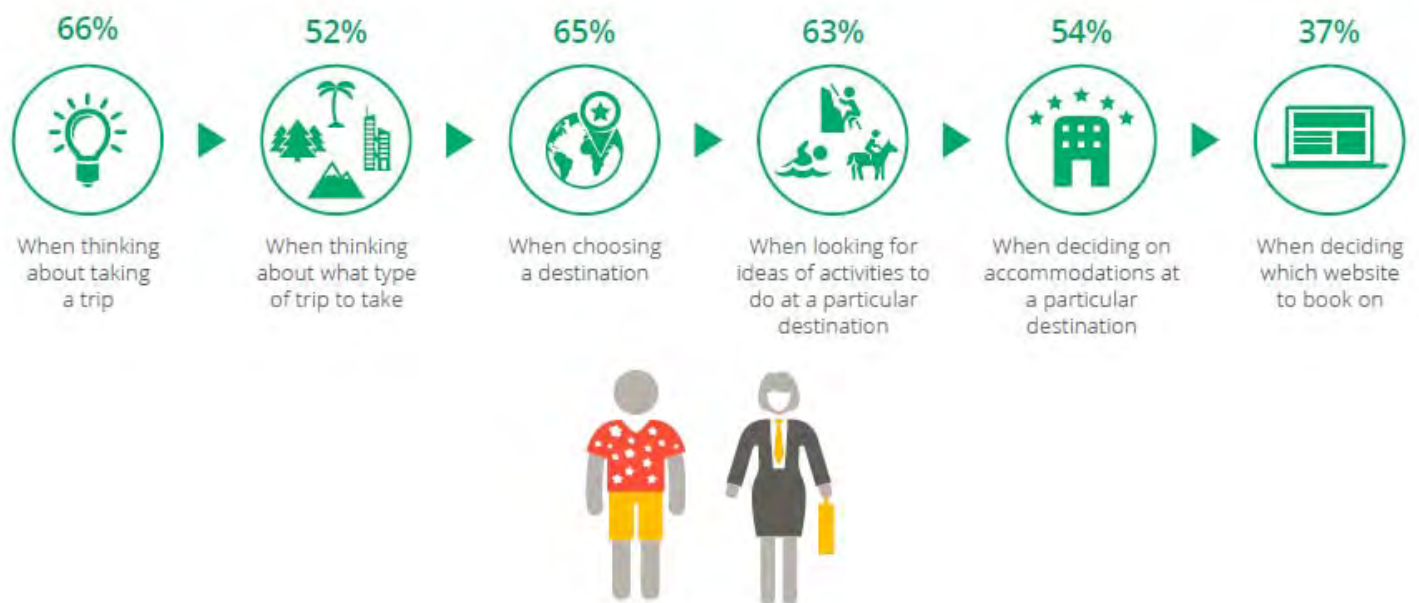
# Video and the Travel Cycle

Used during all phases of pre-travel planning

- Inspiration
- Planning
- Booking

## WHEN TRAVEL VIDEOS ARE VIEWED

(Among leisure and business travelers who watched/commented on travel-related video)



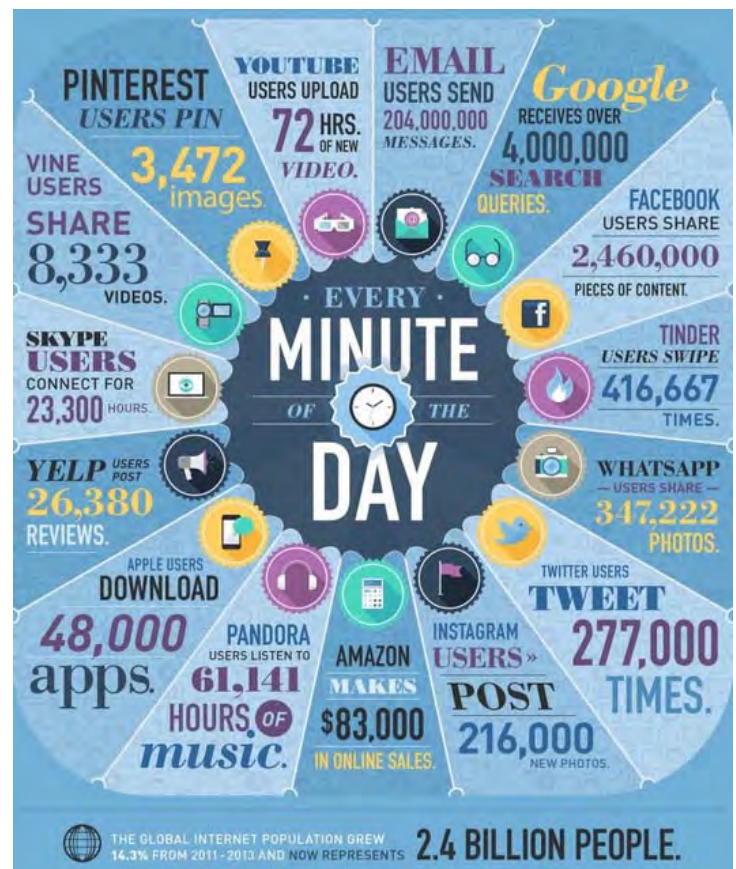
Source: Think with Google, "2014 Travelers Road to Decision"

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# Social Usage by nearly All Adults

- 92.5% of all Internet users use at least one platform
  - 20% of time spent on desktop and 58% on mobile devices
- Consumers are the stars
  - Their currency is likes, follows, comments, pins, etc.
- News outlets regularly quote Twitter stats or air YouTube clips



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# The Importance of YouTube

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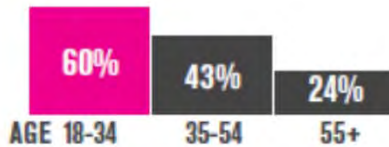
- 2<sup>nd</sup> largest search engine
- 2 billion video views a day, double that of prime time of top 3 networks
- Content is embedded into social, on blogs, in websites – shows up in search
  - 70% of Fortune 500 use video to educate consumers, engage them with shareable content and help increase conversion rates



# Mobile Uprise

## A MAJORITY OF MILLENNIALS WATCH TV / VIDEO *on smartphones*

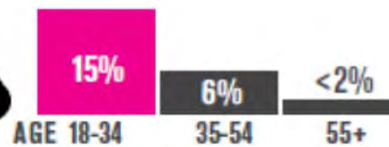
**60%**  
watch TV/video  
on smartphones  
**in a month.**



% of users that watch TV/video on smartphones in a month



**15%**  
watch TV/video  
on smartphones  
**everyday.**



% of users that watch TV/video on smartphones everyday

Sources: comScore Video Metrix<sup>®</sup> Multi-Platform, U.S., November and December 2014; comScore Media Metrix<sup>®</sup> Multi-Platform, U.S., December 2014; comScore MobiLens<sup>®</sup>, U.S., December 2014

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# Mobile Uprise

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PBS VIEWERS spend over  
**4 hours watching video per month on tablet –**  
that's **5X more** than PBS's average desktop viewer  
and nearly **2X** its average smartphone viewer.

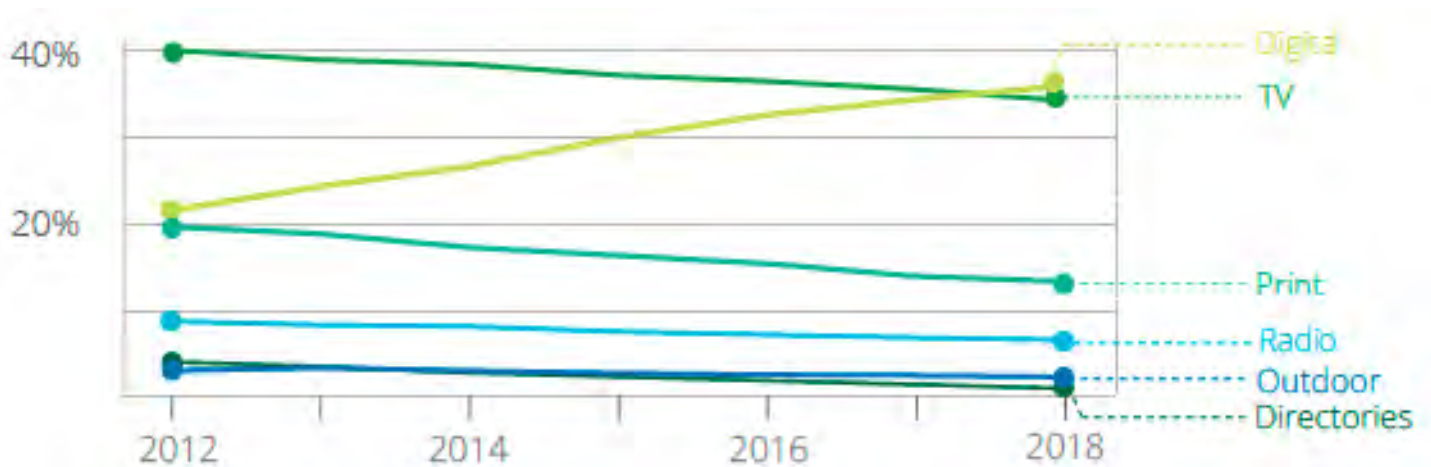
Sources: comScore Video Metrix<sup>®</sup> Multi-Platform, U.S., November and December 2014; comScore Media Metrix<sup>®</sup> Multi-Platform, U.S., December 2014; comScore MobiLens<sup>®</sup>, U.S., December 2014

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# Multi Screens & Advertising

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- Ad budgets are shifting to align with media consumption patterns
- Digital media platforms allow for performance measurement and optimization in real time



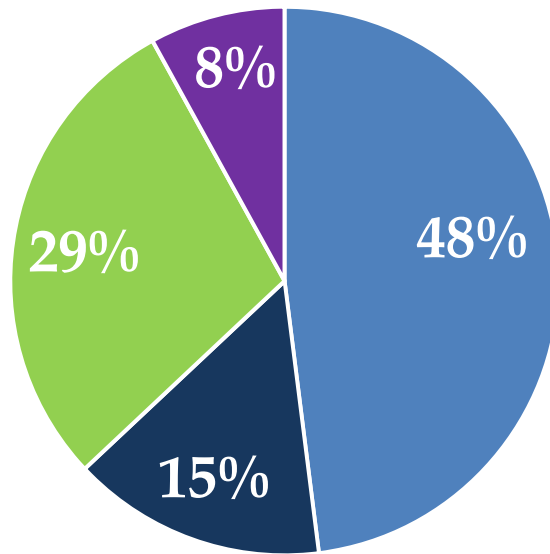
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# Media Strategy & Messaging



# Less Print, More TV, Video & Digital Platforms

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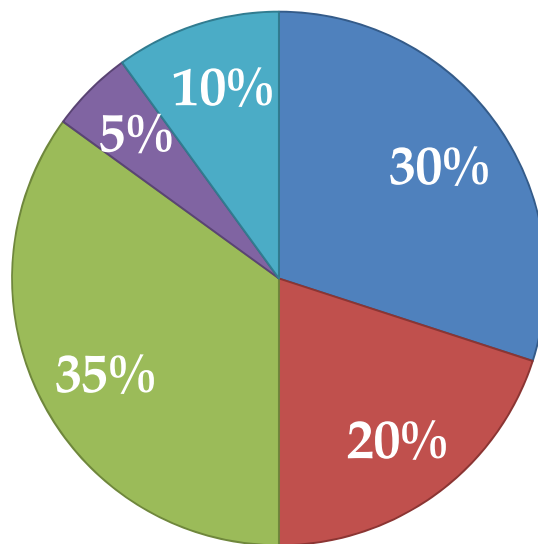


■ Online/Video ■ Print/Other ■ TV ■ Radio

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# Leisure Campaign Weighting

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■ Spring ■ Summer ■ Fall ■ Winter ■ Snowbirds

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# Media Strategy

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- Continue to build higher budget allocations in digital platforms – aligning media exposure to more closely match platforms that inform travel decisions
- Build plan to ensure more and varied video platforms
- Integration of multimedia partnerships, many with lead generation guarantees
- Ongoing placements in Visit Florida offers, both print and digital



# Target Markets & Messaging

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- Marketing Segments:
  - Leisure traveler from core feeder markets with extended reach in emerging markets and Atlanta
    - Families, Couples, Retired Adults
    - Niche markets: Weddings, Military, Sports, Snowbirds, International, Recreational Fishing and Adventure/Epicurean/Eco Travel
- Group Travel, Motorcoach and Faith-based Travel
- Meetings, Conventions

## Messaging















- Continue to differentiate ourselves from our competitors through our personality: vibrant, unpretentious, inspiring and fun
- Dedicate 20% of total media budget to target niche audiences



# Leisure & Co-Op: Media Plan



# Leisure Media Tactics by Campaign

Fall/Winter	Spring/Summer	Christmas	Snowbirds
			
			
			
			

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# Leisure Media Highlights

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- Well-rounded media plan reaching affluent, active travelers
- With flat budget, increased gross impressions by 30% to roughly 268,000,000
- Increases in video media platforms, including television
  - Variety of video content environments
- On demand media options to reach consumers when they want and how they want to consume
- Roughly 25% of expenditures dedicated to niche audience communications
- Over \$240,000 in Visit Florida commitments



# Unique Video Units

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## Split Screen: Video and Call To Action



[http://download.yumenetworks.com/yume/creative/Emerald\\_Coast/CS-10161/v2/](http://download.yumenetworks.com/yume/creative/Emerald_Coast/CS-10161/v2/)

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# Travel and Fishing Enthusiast TV

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- Balance of TV

- Travel Channel



- Destination Network/Beach TV



- Bill Dance TV, social media and endorsement – 3 networks and package components span full year



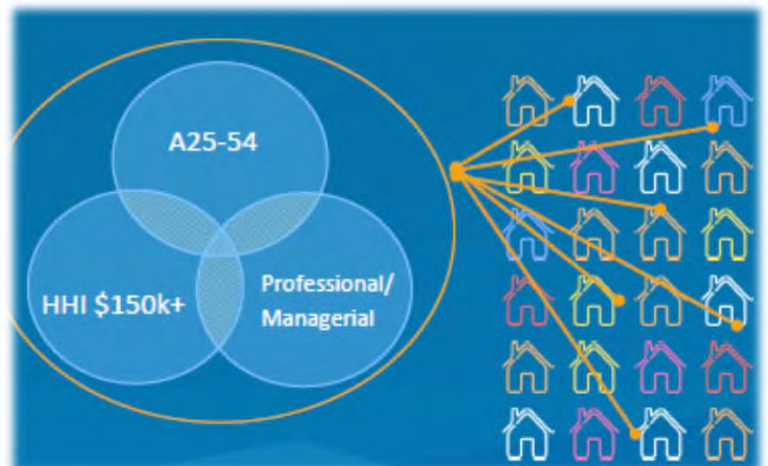
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# Advanced Audience Targeted TV

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- Blueprint Addressable TV – reach only higher HHI consumers
- Geographic concentration in South/Southeast
- A25+ heavy vacationer, \$100K+ HHI = 1,021,357 US HHs

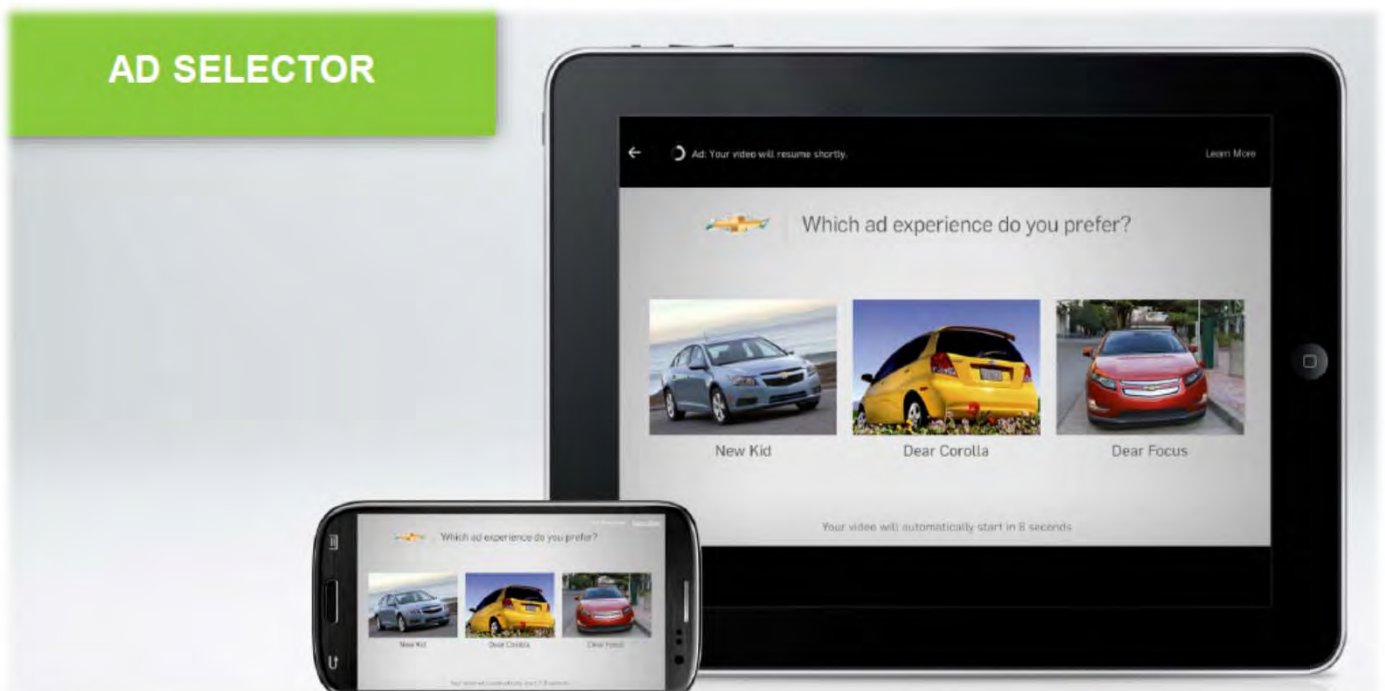


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# Multiscreen, On Demand TV

- TV Everywhere platform via Hulu
- Captures time-shifted and light TV viewers
- Reach higher percentage of Millennials and upper-income viewers
- Engaging ad option – viewer chooses which ad to view



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# High Profile Radio Platforms

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- National Satellite Radio: News, Entertainment and Sports programming



- Geographically focused National Public Radio



# NPR On Demand

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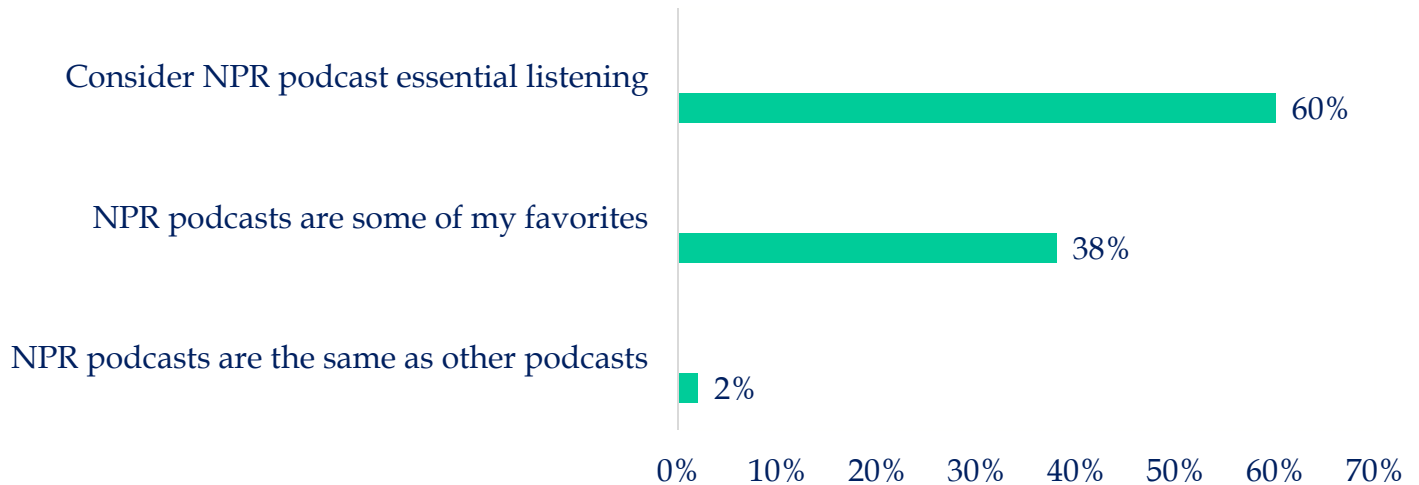
- 81,000,000 monthly downloads
- iTunes Top Rankings: “Top Ten,” “People’s Choice” and “Staff Favorites”
  - 5x ranked Best Podcast in 2014
- Only NPR product to offer host-read :30 spots
  - Wait...Wait Don’t Tell Me!
  - Fresh Air
  - Pop Culture Happy Hour



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# Listeners Prefer NPR Podcasts

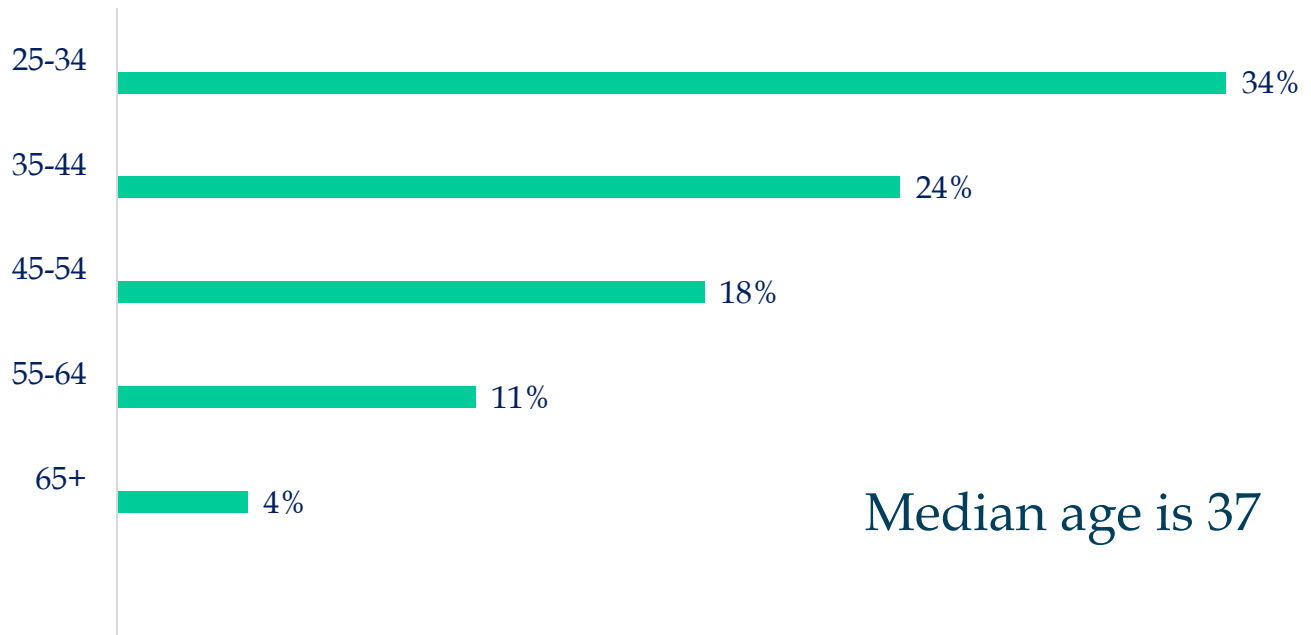
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- Time-shifting and content customization are top primary reasons for downloads
- These motivators make for a more loyal and engaged listener
- Exclusive podcast advertising opportunity drives positive brand opinion
  - 65% have brand favorability when polled

# NPR Podcast Demographics

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- Over 40% earn \$100K+ HHI
- 75%+ listen at home, in the car or on public transportation and nearly 50% at work
- High concentration of heavy usage – 71% listen daily



# More Search and Social Media

---

- Highest engagement rates and Lowest cost-per-engagement
- Suggests increases can be made to Search and Social Media
- Be present with advertising when consumer is actively searching:
  - YouTube is 2<sup>nd</sup> largest search engine
  - TrueView video product placements tied in to Google keywords



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# Google/Bing/Yahoo! Retargeting

---

## Rationale:

- Retargeting is a proven means of bringing back non-converting visitors allowing the brand another opportunity to influence a conversion
- Retargeting purchased at a low Cost-Per-Click price structure

## Highlights:

- Banners targeted to site visitors that did not take action beyond viewing the initial landing page



# More Native Advertising

- Relevant and varied creative served in content-appropriate environments
- Attributes to overall higher campaign engagement rates

**US Travel Campaign**

**How lucky is America's Luckiest Fishing Village?**  
Sponsored Emerald Coast Learn more

**Best shopping in Florida.**  
Sponsored Emerald Coast Learn more

**Family & Parenting Campaign**

**What every good parent should know**  
Sponsored Emerald Coast Learn more

**Surefire way to bring your family closer**  
Sponsored Emerald Coast Learn more

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# More Mobile

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- Higher allocation of mobile impressions in digital buys
- Opportunity for higher consumer engagement rates
- Optimize placements within same ad purchase
- DMO category website source traffic is 17% average – EmeraldCoasting.com is roughly 30%



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# Additional Co-Op Digital

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COASTAL  
LIVING

Southern Living



ATLANTA

*Snowbirds*

dc**military**★.com  
Comprint Military Publications online

martha  
stewart **weddings**

Media Group  
**SportsEvents**

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# Affluent Magazines

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- Fewer titles concentrated in higher end travel and lifestyle, epicurean publications
- Added value digital extensions including lead generation



# The Travel Contenders

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- Top 3 pubs with highest composition of an affluent audience
- Highest reach: Condé Nast Traveler and Nat Geo Traveler
- Nat Geo Traveler
  - Top in affinity for vacation activities that Emerald Coast offers
  - More balanced audience age
  - Takes more vacations state-side
  - Active Adventurers



# Balance of Leisure / Co-Op Print

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**COASTAL ANGLER**  
*Magazine*



**Audubon**



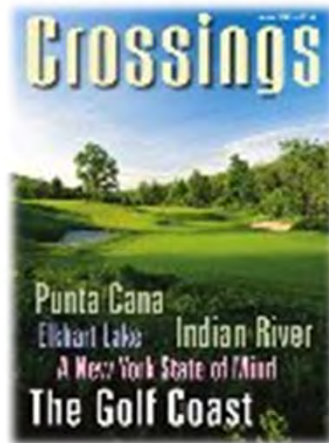
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# Snowbird and International Traveler Print



Multiple Visit Florida offers



## Distribution by Country/ Language

- English: 53%
- UK 21%
- France 13%
- Germany 13%

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# Groups: Media Plan



# Segmentation and Media Summary

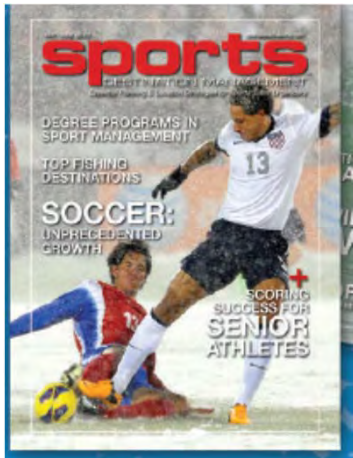
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- Sports
  - Military and Reunions
  - Weddings
  - Religious
  - Association, Regional and Corporate Executives
  - Group Travel/Motorcoach
- 
- Keyword Search is integral part of plan
  - Industry digitally focused media, providing up to 12-month coverage
    - Print in editorially relevant editions or annual directory
  - LinkedIn, the largest professional network and number one choice for professionally relevant content (over news sites and social media)





# Publisher Partners

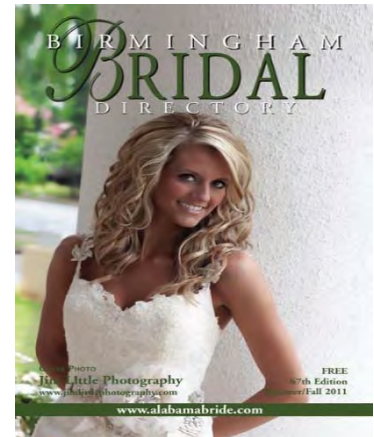


Bringing Together Volunteer Military Reunion Planners, Convention & Visitors Bureaus, Hotels and Other Reunion Vendors Since 1991



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# Publisher Partners



*the knot*



*Religious*  
**TRAVEL**  
PLANNING GUIDE

**GOING ON FAITH**  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

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# Publisher Partners

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# Publisher Partners

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## LinkedIn



- Increased spend with LinkedIn, taking communication beyond text ads
- On-site display banner advertising
- Sponsored updates, a means of delivering relevant content to target audiences

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# Meetings/Conventions: Media Plan



# It's a Relationship Business

---

- Media is valuable – though, more and more, it's about cultivating and nurturing leads
- Industry-specific awareness media
  - Meeting Professional providers – inclusive of lead-generating programs
  - B2B digital platforms
- Lead generation tactics
  - Keyword Search
  - Cvent
  - LinkedIn & Facebook
  - Visit Florida meetings/events home page
  - Email marketing with Visit Florida and industry publishers

# When You Can't Be There

---

Rely on the next best thing...

- Video marketing – there's no better storyteller
- All opportunities referenced have advertising video potential



## Additional Materials

 [Center Information](#)

 [Emerald Coast Visitors Guide](#)

 [Twitter](#)

 [YouTube](#)

[Tweets](#) [Tweets & replies](#) [Photos & videos](#)

 EC Convention Center (@EmeraldCoastCC) · Mar 19  
Ready to plan your next event or meeting? It's easy. Fill out the RFP form here & let us help. [bit.ly/1EvXIKd](https://bit.ly/1EvXIKd)



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# Publisher Partners





# Publisher Partners



# Lead Generation Partners



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# Leisure & Co-Op: Media Rollup



# Leisure Media Rollup

Vendor	Impressions	Campaign Support	Dollars
Official VF Visitor's Guide	600,000	Spring, Summer, Fall, Snowbirds	\$15,956
Life's A Beach	500,000	Spring, Summer, Fall, Snowbirds	\$9,925
Interfuse Media: Newspaper Inserts, Digital & Lead Generation	17,000,000	Spring, Summer	\$50,000
National Geographic Traveler	1,960,000	Spring, Summer, Fall	\$108,000
The Local Palate	460,000	Spring, Summer, Fall	\$20,535
Audubon Magazine	827,160	Spring, Summer, Christmas	\$24,100
Play Florida: Golf	425,000	Spring, Summer, Fall	\$13,600
Coastal Angler	TBD	Spring, Fall	\$6,000
National TV: Network Cable, AT&T U-Verse	42,000,000	Spring, Summer, Fall	\$351,026
Bill Dance TV	8,475,000	Spring, Summer, Fall	\$55,000
Destination Network/Beach TV	11,176,470	Spring, Summer, Fall, Snowbird	\$38,000



# Leisure Media Rollup

Vendor	Impressions	Campaign Support	Dollars
Satellite Radio	23,316,000	Spring, Fall, Christmas	\$38,250
NPR Radio	2,500,000	Spring, Summer, Fall, Christmas, Snowbird	\$25,000
Toronto Life	89,082	Snowbird	\$10,300
Crossings	150,000	Snowbird	\$4,500
Dreamscapes	212,000	Snowbird	\$6,940
International Travel Guide	74,925	Spring, Summer, Fall, Snowbirds	\$4,775
Lamar	3,425,144	Spring	\$17,000
TripAdvisor	3,100,000	Spring, Summer, Fall, Christmas	\$65,000
Centro	21,000,000	Spring, Fall, Snowbird	\$90,000
Yahoo!	57,000,000	Spring, Summer, Fall, Christmas, Snowbird	\$135,000



# Leisure Media Rollup

Vendor	Impressions	Campaign Support	Dollars
Interfuse Media	20,000,000	Spring, Summer, Fall, Snowbird	\$50,000
Google Search, Bing Search and YouTube	N/A (68,000 clicks)	Spring, Summer, Fall, Christmas, Snowbird	\$170,000
Facebook	N/A (25,657 clicks)	Spring, Summer, Fall, Christmas, Snowbird	\$19,500
SAY Media	N/A (37,500 clicks)	Spring, Fall, Snowbird	\$50,000
YuMe	5,000,000	Spring, Fall, Snowbird	\$50,000
Google YouTube TrueView/Hulu	N/A (3,181clicks)	Spring, Summer, Fall, Christmas	\$35,000
Discover America	TBD	Spring, Summer, Fall, Snowbird	\$10,000
Boomer Aviation	TBD	Fall, Christmas	\$13,500
Ad serving fee estimate		Spring, Summer, Fall, Christmas, Snowbird	<u>\$13,000</u>
	TOTAL:		\$1,499,907



# Co-Op Media Rollup

Vendor	Impressions	Campaign Support	TDT Dollars	Partner Contrib.	Total Media Cost
Coastal Living	1,407,969	Spring, Summer, Christmas	\$69,000	\$3,000	\$72,000
Garden & Gun	2,261,000	Spring, Summer, Fall	\$75,640	\$3,000	\$78,640
Coastal Living Digital	400,000	Spring	\$8,500	\$1,500	\$10,000
Southern Living Digital	625,000	Fall	\$38,000	\$2,000	\$40,000
Escape to the Southeast	250,000	Spring, Summer, Fall, Snowbirds	\$1,600	\$2,000	\$3,600
Interfuse Media: Atlanta Heavy Up	2,000,000	Spring, Summer, Fall	\$8,500	\$1,500	\$10,000

*Note: TDT and Partner costs for each opportunity are subject to change if actual partner participation varies from estimated partner participation.*



# Co-Op Media Rollup

Vendor	Impressions	Campaign Support	TDT Dollars	Partner Contrib.	Total Media Cost
Interfuse Media: Snowbirds	2,000,000	Snowbirds	\$8,500	\$1,500	\$10,000
Martha Stewart Weddings	96,746	Spring, Summer	\$11,000	\$1,500	\$12,500
DCMilitary Life	300,000	Spring, Summer, Fall	\$8,000	\$2,000	\$10,000
SportEvents	39,000	Spring, Summer, Fall	<u>\$4,000</u>	<u>\$2,000</u>	<u>\$6,000</u>
	TOTAL:		\$232,740	\$20,000	\$252,740

*Note: TDT and Partner costs for each opportunity are subject to change if actual partner participation varies from estimated partner participation.*



# Groups: Media Rollup





# Groups Media Rollup

Vendor	Impressions	Dollars
The Knot	450,000	\$8,500
Southern Bride	140,000	\$5,900
Southern Weddings	1,000,000	\$8,875
Birmingham Bridal Directory	72,000	\$3,000
New Orleans Bride	211,400	\$3,800
Sports Destination	18,500	\$7,300
Sports Planning Guide	50,400	\$1,295
SportsEvents	30,000	\$3,000
SportsTravel	30,000	\$5,370



# Groups Media Rollup

Vendor	Impressions	Dollars
GSAE	32,000	\$2,000
FSAE	40,000	\$4,800
ACAE	425	\$900
Group Travel Leader	30,000	\$3,500
Group Travel Directory, Reunion Market	182,400	\$2,290
Military Reunions	75,000	\$1,800
Friendly Reunion Network	TBD	\$999
Red Hot Celebrations	30,500	\$1,245
American Bus Association	186,000	\$6,000



# Groups Media Rollup

Vendor	Impressions	Dollars
Florida Motorcoach	40,000	\$850
Alabama Motorcoach	550	\$1,850
Religious Travel Directory	48,000	\$2,290
Going On Faith	60,000	\$3,600
Small Market Meetings	45,000	\$3,600
LinkedIn	N/A (1,417 clicks)	\$5,668
Ad Serving Fees		\$2,000
	TOTAL:	\$90,432



# Meetings/Conventions: Media Rollup



# Meetings/Conventions Media Rollup

Vendor	Impressions	Dollars
Plan Your Meetings	168,000	\$5,000
Collinson Media	374,500	\$38,618
Christian Meetings & Conventions Association	3,600	\$1,200
Google/Bing-Yahoo! Search	N/A (3,900 clicks)	\$10,000
Cvent	N/A	\$11,225
LinkedIn	N/A (3,738 clicks)	\$14,953
Visit Florida	156,000	\$8,700
Ad Serving Fees		\$2,000
		\$91,696



# Chicago Takeover: Media Rollup



# Chicago Takeover Media Rollup

---

Vendor	Impressions	Dollars
NCM Media Networks: Movie Theaters	6,293,286	\$250,000
Titan: Transit	22,788,328	\$259,000
Production	n/a	\$25,000
	TOTAL:	\$534,000



# Gulf-to-Table: Media Rollup





# Gulf to Table Media Rollup

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Vendor	Impressions	Dollars
Phase II - TBD	TBD	\$83,470
	TOTAL:	\$83,470

Phase I of the Gulf-to-Table initiative used BP funds to develop:

- Video, digital, blog and social content
- Campaign landing page
- Photoshoot
- Digital and printed fishing guide

Phase II of the Gulf-to-Table initiatives uses TDT funds to provide media support.

Once appropriate media support has been identified, specific details will be presented to TDC & BCC for consideration and approval.



# Marketing to Assist in Airline Recruitment: Media Rollup



# Marketing to Assist in Airline Recruitment Media Rollup

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Vendor	Impressions	Dollars
TBD (2 <sup>nd</sup> penny contribution)	TBD	\$393,787
TBD (3 <sup>rd</sup> penny contribution)	TBD	\$106,213
	TOTAL:	\$500,000

Once appropriate marketing support has been identified, specific details will be presented to TDC & BCC for consideration and approval.



# Measuring Success



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# Measuring Success

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Performance will be measured by:

Ongoing Performance:

- Unique visits to the website
- Social media performance
- Bed tax revenue
- Visitation
- Visitor spending

Campaign Performance:

- Tracking and reporting online metrics (impressions, clicks, click rate, etc.)



# Marketing Plan Budget



# Marketing Plan Budget

Activity	Dollars
Promotional Items & Collateral	\$141,000
Local Event Promotional Activities	\$5,000
Trade Show Fees	\$59,225
Advertising Agency (Base Services & Travel)	\$465,000
Advertising Agency (Media Planning & Purchasing)	\$100,000
Website Development & Maintenance	\$82,068
Public Relations (e.g. Familiarization Tours, Road Shows)	\$95,000
Media Campaign (Fall/Winter, Christmas, Snowbird, Spring/Summer, Non-Seasonal/Niche)	\$2,322,010
Media Campaign (Groups, Meetings/Conventions)	\$210,235
Campaign Production	\$200,000
Local Event Marketing Funding Applications	\$169,850
Advertising (e.g. Welcome Center & Publication Listings)	\$11,480
Marketing to Assist in Airline Recruitment	\$500,000
Promotional Reserve	<u>\$100,000</u>
<b>Grand Total</b>	<b>\$4,460,868</b>



# Promotional Reserve

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Promotional Reserve funds may be appropriated in accordance with County approval authority and with concurrence of the TDC Chairman.

A monthly reconciliation of the use of promotional reserve funds will be provided to the TDC and BCC for informational purposes.





# Appendix



# Full Media Details



# Florida & Beach Centric



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# Official Visit Florida Visitor Guide

## Rationale:

- Distributed to travelers actively planning a Florida vacation; includes 5 welcome centers
- Covers beaches, outdoors, entertainment, dining, maps, regional must-see lists

## Highlights:

- Circulation: 600,000
- Visit Florida FP4C – Jan 2016
- Inclusion in e-book – 10 million visits per year and listing in Visitor Guide’s planning section

## Investment & Return:

- Cost: \$15,956
- Impressions: 600,000 minimum



**Emerald Coast Convention  
& Visitors Bureau**  
www.emeraldcoastfl.com  
1540 Miracle Strip Pkwy, S.E., Fort Walton Beach, 850-651-7131.  
E I  
See ad on page 51. Reader Response 31



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# Life's A Beach

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## Rationale:

- Distributed at trade shows in U.S. and Canada to meeting planners, in welcome centers, on military bases and among travel agents; has retail distribution on Emerald Coast and is an in-room vacation guide

## Highlights:

- 500,000 circulation
- FP4C: Full year exposure
- Visitors Guide to the Emerald Coast (print and digital)
- Articles, maps, locations, landmarks

## Investment & Return:

- Cost: \$9,925
- Impressions: 500,000 minimum



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# Television



# National Cable

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## Rationale:

- Strong brand awareness-generating tactic
- Target audience is a heavy cable viewer



## Highlights:

- Travel Channel partnership provides :15 & :30 spots along with added-value vignettes
- AT&T U-Verse targets heavy travelers earning \$100K+ by usage of third-party and set-top data
  - Extends campaign reach beyond previous 2-network buys



## Investment & Return:

- Cost: \$351,026
- Impressions: 42,000,000 minimum



# Bill Dance Sponsorship: TV+

## Rationale:

- No. 1 fishing authority on TV
- Airs on three cable networks: NBC Sports, Outdoor Channel and newly added Destination America

## Highlights:

- Television segments filmed and featuring the Emerald Coast
- Full year national television exposure
- 26x Facebook “fishing conditions” updates
- Billdanceoutdoors.com banner ads
- Bill Dance YouTube – Emerald Coast episodes
- Bill Dance personal endorsement and usage



## Investment & Return:

- Cost: \$55,000
- Impressions: 8,475,000





# Destination Network TV

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## Rationale:

- Audience is relaxed and receptive, and looking for new experiences
- Key markets: Atlanta, New Orleans, Gulf Coast of FL/AL, Grand Strand of SC, Low Country and Florida Keys



## Highlights:

- Visitor information network throughout SE hotel rooms and condos, serving resort and cultural destinations
- Commercial spots and specially produced Emerald Coast segments
- Schedule supporting all key booking windows



## Investment & Return:

- Cost: \$38,000
- Impressions: 11,176,470



# Radio

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# Satellite Radio

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## Rationale:

- Strong radio option for target audience
- Provides coverage in key markets and beyond – national reach



## Highlights:

- Four channels per week
- 800+ :30 spots
- Provides coverage in Spring, Fall and Christmas booking windows – 17 weeks



## Investment & Return:

- Cost: \$38,250
- Impressions: 23,316,000 minimum



# NPR Podcasts

---

## Rationale:

- Affluent platform, reaching key target audience segments
- High brand affinity when sponsoring public broadcasting

## Highlights:

- Only NPR product offering which allows :30 commercials
- Host-read creative gives endorsement-like feel
- Provides coverage in Spring, Fall, Christmas and U.S. Snowbird booking windows

## Investment & Return:

- Cost: \$25,000
- Impressions: 2,500,000 minimum



# Multimedia & Lead Generation



# Interfuse Media

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## Rationale:

- Multimedia platform offering print and digital
- Guaranteed online impressions
- Strong lead generation partner

## Highlights:

- FP4C Visit Florida: OOS Newspaper Insert – Mid Feb 2016
- FP4C Visit Florida: ABV Newspaper Insert – Mid Apr 2016
- 16,000,000 digital impressions
- 8,000 leads
- 1,000,000 print impressions



## Investment & Return:

- Cost: \$50,000
- Impressions: 17,000,000 minimum

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# National Geographic Traveler

## Rationale:

- Highest-paid subs in travel category
- Balanced audience with highest composition of Millennials
- Highest domestic travel vs. category



## Highlights:

- Circulation: 340,000 east of MS
- FP4C: Apr Family Travel, Jun/Jul VF Great Outdoors and Aug/Sep Adventure Travel
- Event sponsorship in 2 cities: DC, Chicago or Atlanta – for Photography seminar: images, collateral, e-blasts, signage and promo message
- VF added-value includes FP advertorial, lead generation and bonus QP ad unit



## Investment & Return:

- Cost: \$108,000
- Impressions: 1,960,000 minimum

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# The Local Palate

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## Rationale:

- Affluent and growing publication, nominated for James Beard Award for visual story-telling
- Top subscribing states are majority of Emerald Coast feeder markets
- Highlights travel from a culinary, historical and cultural perspective, targeted to average HHI of \$150K+



## Highlights:

- Circulation: 120,000+ nationally
- FP4C: Mar Travel South, Apr Southern Fusion, Jun/Jul Seafood
- Homepage digital impressions as added-value opportunities



## Investment & Return:

- Emerald Coast cost: \$20,535
- Impressions: 460,000 minimum





# Coastal Angler

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## Rationale:

- Creation of partnership for annual Destin Cobia Tournament
- Introducing/solidifying charter captain & chef/restaurant relationships
- Distribution in multiple Emerald Coast feeder markets

## Highlights:

- Multimedia package opportunities being negotiated
- Beyond traditional advertising, provides social media content marketing

## Investment & Return:

- Cost: \$6,000
- Impressions: TBD



# Audubon

---

## Rationale:

- Opportunity to promote to eco-tourism traveler segment
- Culturally curious, affluent nature-based readers and publication with Visit Florida exposure



## Highlights:

- Circulation: 413,580 nationally
- HP4C: Visit Florida Nov/Dec & Mar/Apr issues
- Advertorial
- Directory Listing
- Lead Generation

## Investment & Return:

- Cost: \$24,100
- Impressions: 827,160 minimum



# Play Florida: Golf

---

## Rationale:

- Florida's official Golf Guide
- Distributed by request to qualified vacationers and at top consumer golf shows
- Distributed at welcome centers
- Strong lead generation partner



FLORIDA GOLF MARKETING ALLIANCE

## Highlights:

- FP4C print ad and advertorial feature
- Digital edition emailed to 85,000 opt-in golfers
- Inclusion in post golf show emails with links back to website



## Investment & Return:

- Cost: \$13,600
- Impressions: 425,000 minimum

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# Boomer Aviation

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## Rationale:

- Largest aerial banner advertising company in the Southeast
- Provides supplemental market support for key feeder markets

BOOMER AVIATION



## Highlights:

- SEC Football & Nascar coverage (AL, AR, TN, FL)
- Nine (9) fly-overs of high attendance events

## Investment & Return:

- Cost: \$13,500
- Impressions: TBD

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# Digital Leisure



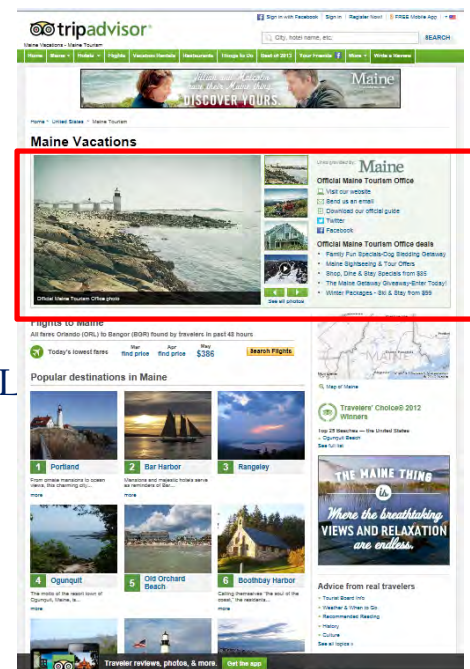
# TripAdvisor

## Rationale:

- Premier destination/travel research and review site
- Ads reach travelers when they are in booking-consideration mode
- 161 index, 13% reach against general Emerald Coast target

## Highlights:

- Travel Sponsorship
  - Banner impression ownership across Destin/Ft. Walton travel hub
  - Module allows for direct click to ECFL site, social sites, etc.
  - Competitive market targeting
- Florida state sponsorship, allowing for banner rotation across Florida destination pages



## Investment & Return:

- Cost: \$65,000
- Impressions: 3,100,000+ and Projected Site Engagements: 125K



# Centro

## Rationale:

- Historical site-side conversion driver
- Reaches 61% of general Emerald Coast traveler, 112 index

## Highlights:

- Behavioral and geo-targeted banners network of sites
- Focus on Spring, Fall and Snowbird seasons



## Investment & Return:

- Cost: \$90,000
- Impressions: 21,000,000+ and Projected Site Engagements: 35,000+

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# Yahoo!

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## Rationale:

- Historical site-side conversion driver
- 113 index, 100% reach against general Emerald Coast target

Sample of Sites in  
Yahoo! Network

## Highlights:

- Travel Channel rotation across relevant content
- Behavioral and demo-targeted banners, refined for each campaign
- Travel search retargeting
- Tablet banners
- Increased native content advertising



## Investment & Return:

- Cost: \$135,000
- Impressions: 57,000,000+ and Projected Site Engagements: 226,000+





# Interfuse Media

---

## Rationale:

- Trading desk platform that allows for real-time impression bidding and optimization
- Opportunity to scale across travel sites that reach the target audience segments

## Highlights:

- Data-driven placements driven by actionable insights
- Display advertising across multiple platforms: desktop and mobile
- Optimization to best converting sites, size, platforms and placements

## Investment & Return:

- Cost: \$50,000
- Impressions: 20,000,000+ and Projected Site Engagements: 36,000



# Interfuse Media

Sample Sites:



Programmatic Process:



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# Google & Bing Search

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## Rationale:

- Drives travel researchers directly to EmeraldCoasting.com, with opportunity to scale
- CPC pricing and built-in option to auto-optimize to keywords driving the highest volume of conversions
- 83% of the general Emerald Coast target utilizes Google search; 46% utilizes Bing

## Highlights:

- Geo-targeted text ads related to keyword categories:
  - Brand - “Destin,” “Destin Vacations,” “Ft. Walton Beach rentals”
  - Competitive - “Pensacola,” “Panama City Hotels”
  - General Travel - “vacation ideas,” “getaway destinations”
  - Campaign-specific Travel - “family summer vacation,” “spring getaway ideas,” “snowbird offers”
- Ads targeted for search and content keywords
- Includes re-messaging placements as well



# Google Retargeting

---

## Rationale:

- Re-messaging is a proven means of bringing back non-converting visitors, allowing the brand another opportunity to influence a conversion
- Google offers re-messaging at a low CPC price structure
- Banners run across Google Display Network, reaching 98% of Emerald Coast general target

## Highlights:

- Banners targeted to site visitors that did not take action beyond viewing the initial landing page

## Investment & Return:

- Cost: \$170,000
- Projected Site Engagements: 68,000



# Google Search/Retargeting & Bing Search

Google search results for "destin florida". The search bar shows "destin florida" and the search button. Below the search bar are tabs for "Web", "Images", "Maps", "Shopping", "Videos", "More", and "Search tools". The results show "About 4,710,000 results (0.22 seconds)".

Search results include:

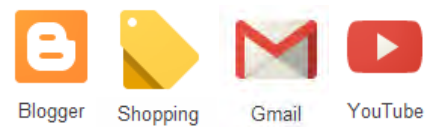
- 50 Hotels in Destin FL - booking.com**: Ad. www.booking.com/Destin-Hotels. Half-Price Hotels! Book your Hotel in Destin FL online. Booking.com has 2,049,449 followers on Google+.
- Destin, FL - Official Website**: www.cityofdestin.com/. Destin. The City of Destin has contracted with Waste Management to remove flood debris throughout the city beginning Friday, May 9, and continuing Saturday, May 10. Employment Opportunities - Mayor & City Council - Destin Harbor Boardwalk - FAQs.
- Images for destin florida**: Report images. A grid of four images showing beach scenes.
- Destin, Florida - Wikipedia, the free encyclopedia**: en.wikipedia.org/wiki/Destin,\_Florida. Located on Florida's Emerald Coast, Destin is known for its white beaches and emerald green waters. Originating as a small fishing village, it is now a popular...
- Destin, FL Vacation Deals**: southerndestinationsvacationdeals.com/. Get Destin, FL Vacation Offers. Get Source, Book Direct and SAVE!

A map on the right shows the location of Destin, Florida, with a red box highlighting an advertisement for "Sugar-White Sand Memories" (www.emeraldcoastfl.com) with the text "Go Emerald Coasting in Destin. The Heart of FL's Emerald Coast." Below the map is a "Destin" information box.

YouTube video player for "What to Pack for a Beach Getaway with the Kids" by Baby Gizmo. The video shows a woman sitting at a table with various items. A banner for "You're missing out on marketing opportunities. Your competitors aren't." is overlaid on the video, with a "LEARN MORE" button. The video has 1,543 views and 24,724 subscribers.

Banner on YouTube.com

Samples of Sites in Google Display Network



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# Video: Google & Hulu

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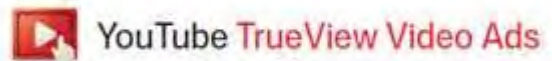
## Rationale:

- Increase allocation of media dollars across a variety of platforms
  - YouTube has tremendous reach against target
  - Hulu is an on-demand TV solution



## Highlights:

- Video ads targeted to Spring, Summer, Fall, Holiday and Snowbirds
- Optimize between placements for best results



## Investment & Return:

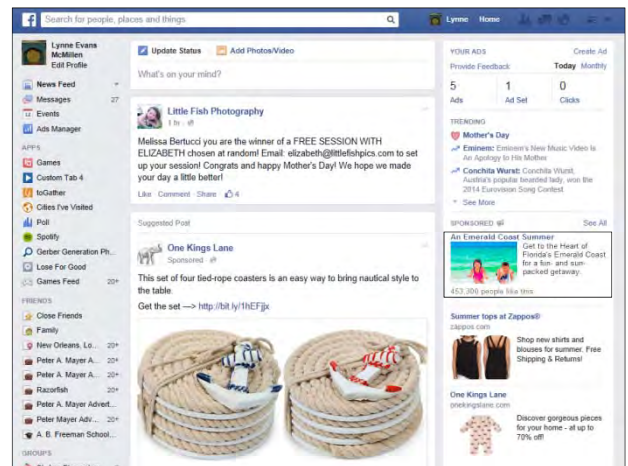
- Cost: \$35,000
- Impressions: and Projected Site Engagements: TBD



# Facebook

## Rationale:

- Facebook's third-party data partnerships allow us to layer in a wide variety of targeting options, creating opportunities to customize for each campaign
- CPC pricing minimizes risk of wasted impressions
- Historically efficient site traffic driver



## Highlights:

- Tile ads, news feed and video ads targeted to Spring, Summer, Fall, Holiday and Snowbirds

## Investment & Return:

- Cost: \$19,500 and Projected Site Engagements: 25,657



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# YuMe

## Rationale:

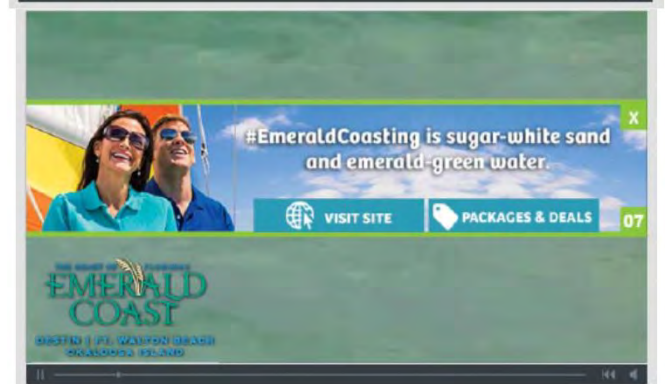
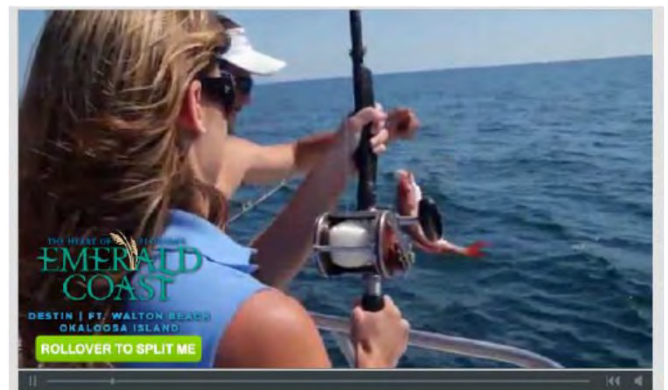
- Engaging opt-in video product
- Interactive bar invites viewer to craft their course of knowledge

## Highlights:

- Video ads targeted to Spring, Summer, Fall, Holiday and Snowbirds
- Video provides two different Call-to-Action opportunities

## Investment & Return:

- Cost: \$50,000
- Impressions: 5,000,000+ and Projected Site Engagements: 10,000



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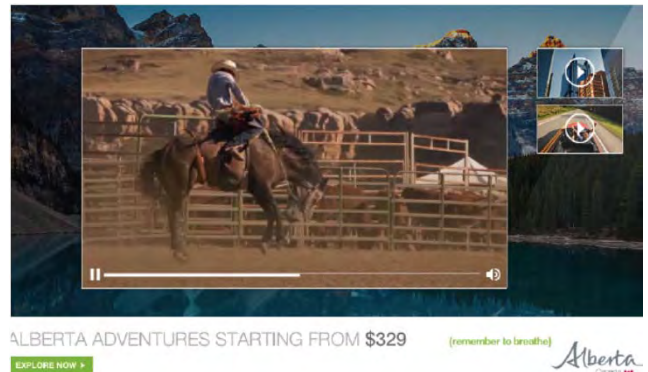


# SAY Media

---

## Rationale:

- Engaging opt-in video product
- CPE pricing minimizes risk of wasted impressions
- Only pay when qualified prospect voluntarily engages



## Highlights:

- Video ads targeted to Spring, Summer, Fall, Holiday and Snowbirds
- Video provides opportunity to click to site



## Investment & Return:

- Cost: \$50,000 and Projected Site Engagements: 37,500



# Lamar Digital Outdoor

---

## Rationale:

- International Cherry Blossom Festival draws regionally and internationally
- Recognized as a Top 20 event in the South



## Highlights:

- Nearly 3-week long festivities draw 700,000 attendees
- Heavily attended by Atlanta residents
- Canvass downtown Macon area with 6 digital outdoor boards



Event is held  
Mid-March through  
April

## Investment & Return:

- Cost: \$17,000
- Impressions: 3,425,144



# Ad Serving Fees

---

## Rationale:

- Delivers ads, along with digital code, to online publishers
- Ensures proper ads are run by publisher for learnings



## Highlights:

- Helps verify ad impressions (purchase vs served)
- Informs learnings regarding site visitation and specific site engagements

## Investment & Return:

- Cost: \$17,000



# Integrated Marketing: Leisure Co-Op Media Plan



# Coastal Living Print

---

## Rationale:

- Active travelers, especially to Florida – beach, boating, cultural events and outdoor activities
- 1/3 of circulation within driving distance of Emerald Coast

## Highlights:

- Circulation: 469,323 (east of the MS)
- FP4C: Visit Florida Feb and Apr 2016
  - Bonus advertorial, RRC and leads, mini co-op in Mar and May 2016 issues, online edition with links, e-newsletters
- FP4C in Sep Fall Escape issue

## Investment & Return:

- Emerald Coast cost: \$69,000
- Total cost: \$72,000
- Cost per partner: \$500 per insertion
- Impressions: 1,407,969 minimum



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Assumes two partners per insertion  
for a total of six buy-in

# Coastal Living Digital

## Rationale:

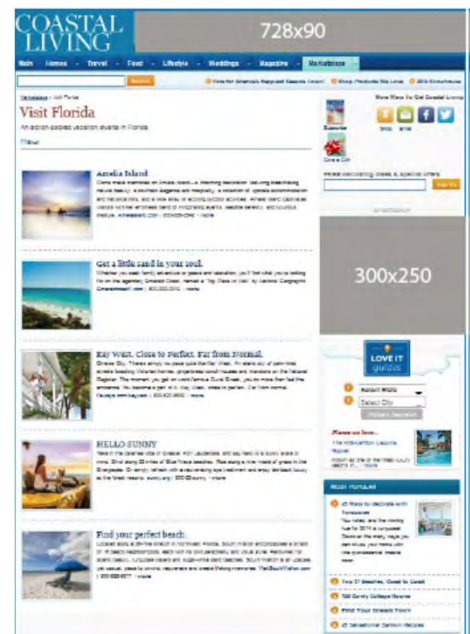
- Complements print buy

## Highlights:

- Banner rotation throughout CoastalLiving.com with emphasis on Travel Channel
- ROS ad units 300x250, 728x90
- Two months flying
  - Feb and Mar 2016

## Investment & Return:

- Emerald Coast cost: \$8,500
- Total cost: \$10,000
- Cost per partner: \$500
- Impressions: 800,000 total (400,000 for Emerald Coast)



Assumes three-partner buy-in



# Garden & Gun Print

## Rationale:

- Affluent and growing publication, voted hottest lifestyle mag in 2014
- Strong Southern market affinity by discriminating travelers

## Highlights:

- Circulation: 350,000 nationally
- FP4C: Visit Florida Apr/May, Jun/Jul Great Southern Towns & Aug/Sep Food Issue
- FP advertorial, e-newsletter, “Live the Life” custom content/image gallery and 100,000 digital impressions as added-value opportunities

GARDEN & GUN



## Investment & Return:

- Emerald Coast cost: \$75,640
- Total cost: \$78,640
- Cost per partner: \$500 per insertion
- Impressions: 2,261,000 minimum

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Assumes two partners per insertion  
for a total of six buy-in

# Southern Living Digital

## Rationale:

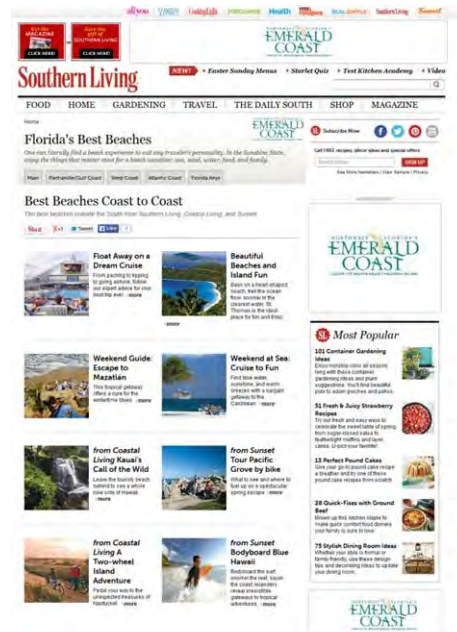
- Relevant beach content alignment

## Highlights:

- 100% SOV of Florida's Best Beaches editorial package – Oct and Nov 2015
- Homepage roadblocks
- ROS media
- E-newsletter sponsorships

## Investment & Return:

- Emerald Coast cost: \$38,000
- Total cost: \$40,000
- Cost per partner: \$500
- Impressions: Est. 625,000 total (312,500 for Emerald Coast)



Assumes four-partner buy-in



# Escape to the Southeast Digital

---

## Rationale:

- Southeast Tourism Society multimedia components
- Provides online annual coverage to 12-state region

## Highlights:

- 3,000-word web content with 3 sub-pages, 12 photos/hyperlinks, content video page
- Unlimited calendar event page
- E-newsletter spotlight
- Facebook and Twitter links

## Investment & Return:

- Emerald Coast cost: \$1,600
- Total cost: \$3,600
- Cost per partner: \$500
- Impressions: 250,000 minimum



Assumes four-partner buy-in



# Interfuse Media: Atlanta Heavy-Up

---

## Rationale:

- Trading desk platform that allows for real-time impression bidding and optimization
- Opportunity to scale across travel sites that reach the target audience segments

## Highlights:

- Data-driven placements driven by actionable insights
- Display advertising across multiple platforms: desktop and mobile
- Optimization to best converting sites, size, platforms and placements

## Investment & Return:

- Emerald Coast cost: \$8,500
- Total cost: \$10,000
- Cost per partner: \$500
- Impressions: 4,000,000
  - CVB @ 50%
  - Partners @ 50%

Assumes three-partner buy-in



# Groups: Weddings Media Plan



# The Knot

## Rationale:

- A leading wedding/bridal media vendor in print and online

## Highlights:

- 12-month package includes:
  - Wedding Venues Storefront
  - Wedding Venues Featured Vendor
  - U.S. Honeymoon and Travel Preferred Position and Storefront
  - FP4C Wedding Venues – Spring/Summer
  - Local Print Profile – Spring/Summer
  - Lead Generation



## Investment & Return:

- Cost: \$8,500
- Impressions: 450,000



# Southern Bride

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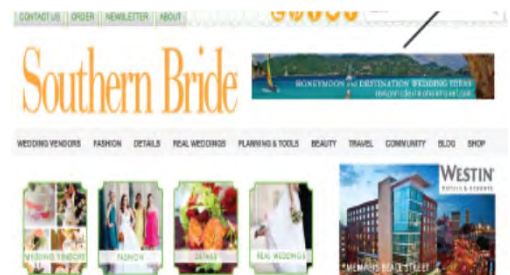
## Rationale:

- Multiplatform weddings/bridal resource: print, website, blog, app, Facebook, Twitter, Pinterest and Instagram
- Sold in retail outlets and available in advertisers' locations, upscale spas, hotels and bridal shows throughout the South



## Highlights:

- HP4C: Winter/Spring and Summer/Fall
  - Mid Dec and Mid Jun
- 12-month banner advertising



## Investment & Return:

- Cost: \$5,900
- Impressions: 140,000 minimum



# Southern Weddings

## Rationale:

- Annual keepsake publication distributed nationally
- Majority of readers are Southerners



## Highlights:

- FP4C: Fall 2016 – print, online plus tablet
- 12-month online banner advertising
- 12-month “Southwest seal of approval”
  - Portfolio gallery and contact information
  - Directory listing and state-specific destination wedding resource



## Investment & Return:

- Cost: \$8,875
- Impressions: 1,000,000 minimum



# Birmingham Bridal Directory

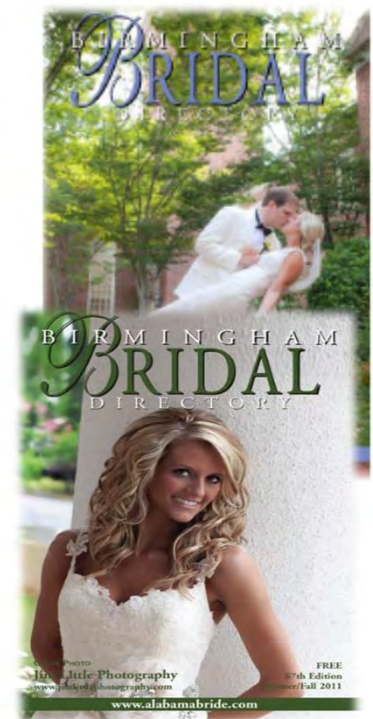
---

## Rationale:

- Highest-circulation directory in the market
- Direct link from online version to website
- Leads shared 6x per year – up to 1,500 per report
- Direct mailed and in retail

## Highlights:

- Circulation: 24,000
- FP4C: Spring, Summer/Fall, Winter
- Summer/Fall distributed at Southern Bridal Show (August)



## Investment & Return:

- Cost: \$3,000
- Impressions: 72,000 minimum

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# New Orleans Bride

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## Rationale:

- One of the top destination wedding feeder markets
- Magazine is direct mailed and available at select retail outlets throughout market and at bridal registries at top retailers



## Highlights:

- Circulation: 30,000
- HP4C: Winter & Summer editions
- E-newsletter, directory listing on wedding website, promotion on social media deployments
- Purchase of ad package ensures presence at 2 hosted bridal events



## Investment & Return:

- Cost: \$3,800
- Impressions: 211,400 minimum





# Integrated Marketing: Weddings Co-Op Media Plan



# Martha Stewart Weddings

---

## Rationale:

- Leading publication in the weddings category
- High-income readers with median HHI of \$110,000
- Visit Florida edition offers substantial savings on regional edition



## Highlights:

- Circulation: 48,373
- FP4C: Spring 2016 edition
- Visit Florida placement also provides for an in-book and online reader service listing

## Investment & Return:

- Emerald Coast Cost: \$11,000
- Total cost: \$12,500
- Cost per partner: \$500
- Impressions: 96,746 minimum

Assumes three-partner buy-in



# Groups: Military Plan – Leisure, Reunion



# Military Reunions

---

## Rationale:

- Reaches diverse types of reunions: family, military, class
- Conversion of print to digital
  - Publication, effective end of May 2015, is going 100% digital
- Budget affords full-year coverage



## Highlights:

- 12-months online banner advertising - Group Travel Directory



## Investment & Return:

- Cost: \$1,800
- Impressions: 75,000 minimum



# The Reunion Friendly Network



Bringing Together Volunteer Military Reunion Planners, Convention & Visitors Bureaus, Hotels and Other Reunion Vendors Since 1991

## Rationale:

- Connecting reunion planners with the hospitality industry for over 20 years
- Full year exposure from website and multiple member benefits

## Highlights:

- Website Listing with a hyperlink, 150-word message, up to 8 photographs
- Unlimited changes to website listing 150-word message
- Member listing in all Reunion Friendly Network magazine issues
- Complimentary ad and listing in annual directory (March distribution)
- Complimentary for one Reunion Friendly Network magazine ad
- Unlimited Promotion Listings on Special Promotions Page of RFN website
- Link/Promotion in 30 issues of "SALUTE," the weekly online newsletter

## Investment & Return:

- Cost: \$999
- Impressions: TBD



# Integrated Marketing: Military Co-Op Media Plan



# DC Military Family Life Digital

---

## Rationale:

- Over one-third of all officers live in D.C. area
- Military are accustomed to travel, and book family getaways when they have leave



## Highlights:

- Full year online banner advertising package



## Investment & Return:

- Emerald Coast cost: \$8,000
- Total cost: \$10,000
- Cost per partner: \$500
- Impressions: 600,000 minimum

Assumes four-partner buy-in



# Groups: Sports Plan





# Sports Destination Management

---

## Rationale:

- Editorial focuses on event location strategies and management
- Governing bodies – site selectors and logistics managers
- Highest-circulation publication within sports category



## Highlights:

- FP4C Destination Spotlight – includes two pages of advertorial with photos (3 pages) – Mar/ Apr 2016
- Includes 500 reprints for distribution



## Investment & Return:

- Cost: \$7,300
- Impressions: 18,500 minimum



# Sports Planning Guide

---

## Rationale:

- Part of Premier Travel Media – network of over 130,000 planners
- Integrated print and digital products and site profile summaries



## Highlights:

- Sports market site inspection: site profile with multiple images, links back to Emerald Coast site
- 12-month profile presence



## Investment & Return:

- Cost: \$1,295
- Impressions: 50,400 minimum



# Sports Planner Digital

---

## Rationale:

- Ensures coverage against entire sports planning industry
- Provides 24/7 ongoing coverage
  - SportsEvents
  - SportsTravel



## Highlights:

- 12-month span of online banner advertising
  - Divided between both websites
  - Qualifies for SportsEvents lead-generation program



## Investment & Return:

- Cost: \$8,370
- Impressions: 60,000 minimum



# Integrated Marketing: Sports Co-Op Media Plan



# SportsEvents Digital

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## Rationale:

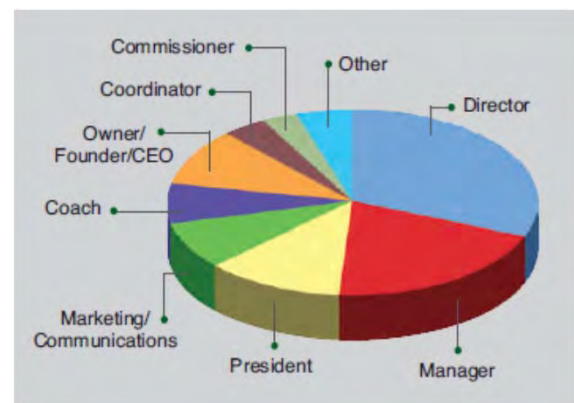
- Editorial focuses on event location strategies and management
- Audience of key decision-makers for sport conferences and events

## Highlights:

- 12-month online package

## Investment and Return:

- Emerald Coast cost: \$4,000
- Total cost: \$6,000
- Cost per partner: \$500
- Impressions: 78,000 minimum



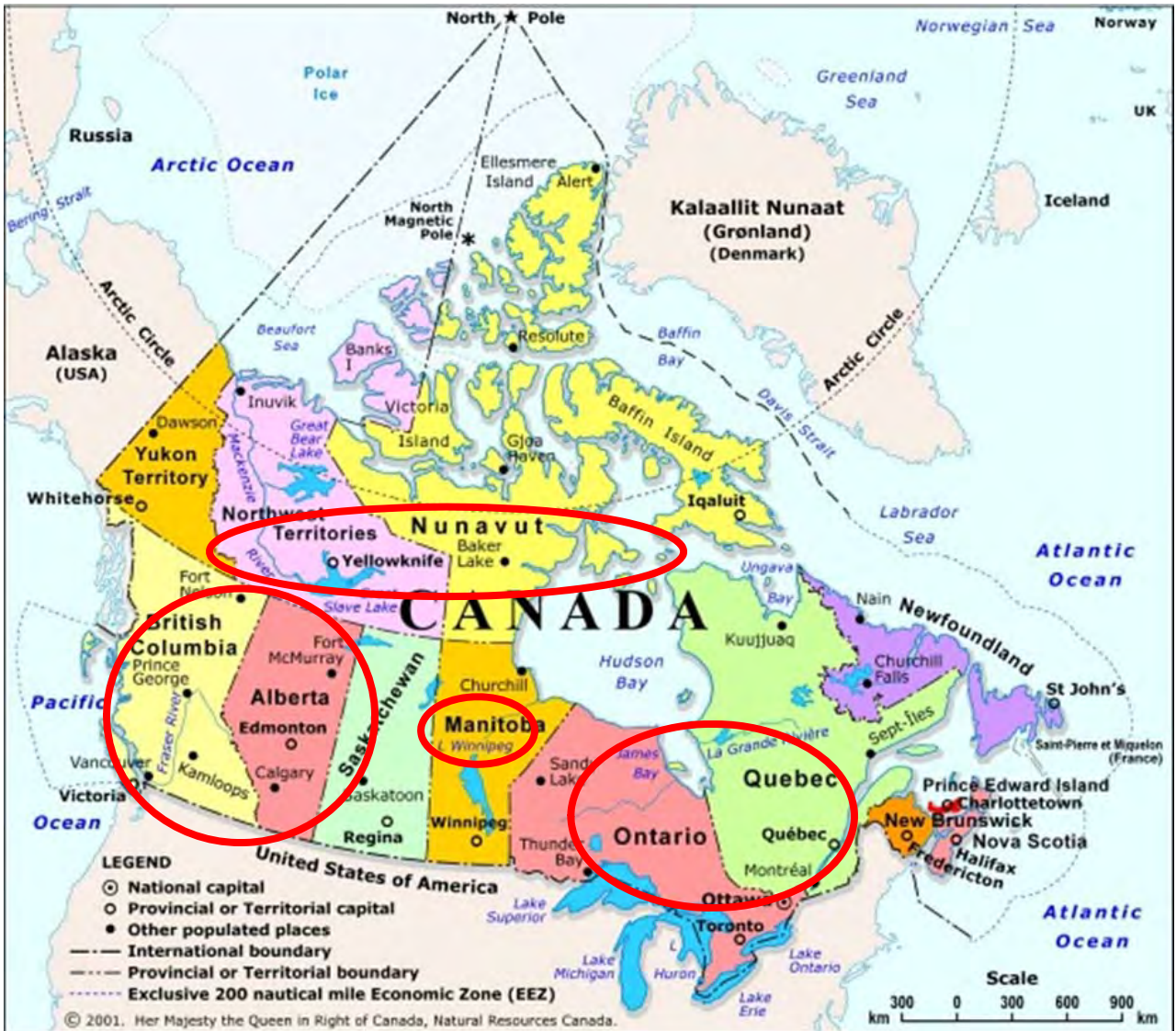
Assumes four-partner buy-in



# Groups: Canadian & International Media Plan



# Snowbird Target Geography



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# Toronto Life

## Rationale:

- Canada's No. 1 city magazine
- Readers are 70% more likely to have traveled to Florida in the past three years
- With pass-along readership, reaches 133,000 adults earning \$150,000+ HHI

## Highlights:

- Circulation: 89,082
- FP4C Visit Florida: Escape to the South – Dec 2016, on sale date in mid-November 2015
- Available both in print and online

## Investment & Return:

- Cost: \$10,300
- Impressions: 89,082 minimum



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# Crossings

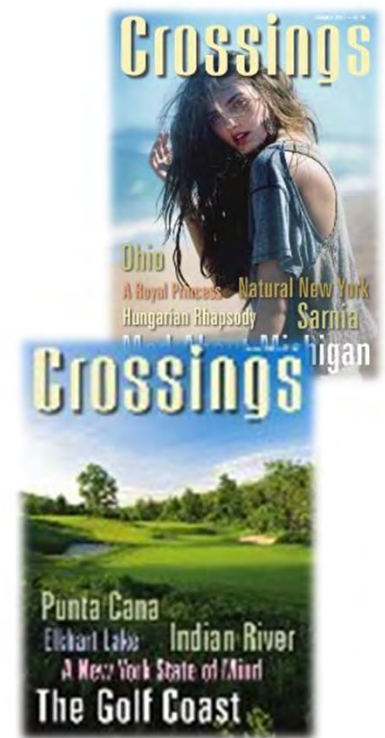
---

## Rationale:

- Canadian pub for cross-border explorers
- Distribution in seven Ontario daily newspapers, Windsor CVB, Windsor International Airport, travel information centers across Ontario and travel agents
- Distribution in Ontario and Michigan

## Highlights:

- Circulation: 150,000
- FP4C Visit Florida: Fall/Winter – Mid Oct 2015
- Florida editorial and guaranteed Emerald Coast-specific content



## Investment & Return:

- Cost: \$4,500
- Impressions: 150,000 minimum

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# Dreamscapes

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## Rationale:

- Inserted in *The Globe and Mail* and available to frequent travelers through Air Canada Maple Leaf Lounges
- Distribution: Ontario, British Columbia, Alberta, Manitoba and Quebec
- Audited circulation

## Highlights:

- Circulation: 106,000
- 2/3P4C: Visit Florida- Winter
- 2/3P4C: Visit Florida- Winter/Spring
  - Spotlight on Florida in all issues
  - Ad investments guarantee Emerald Coast editorial coverage

## Investment & Return:

- Cost: \$6,940
- Impressions: 212,000 minimum



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# International Travel Guide

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## Rationale:

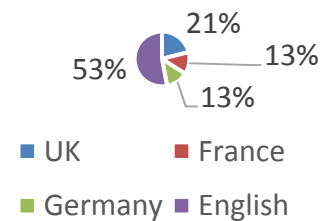
- Visit Florida fulfillment piece, available in print and online
- Distributed in 17 markets, including entire U.K.
- Three language editions: English, French and German



## Highlights:

- HP4C: Jan 2016 – full year exposure
- Distributed at trade and consumer travel shows
- Digital edition includes live website and video links

Distribution by Country / Language



## Investment & Return:

- Cost: \$4,775
- Impressions: 74,925 minimum



# Discover America

---

## Rationale:

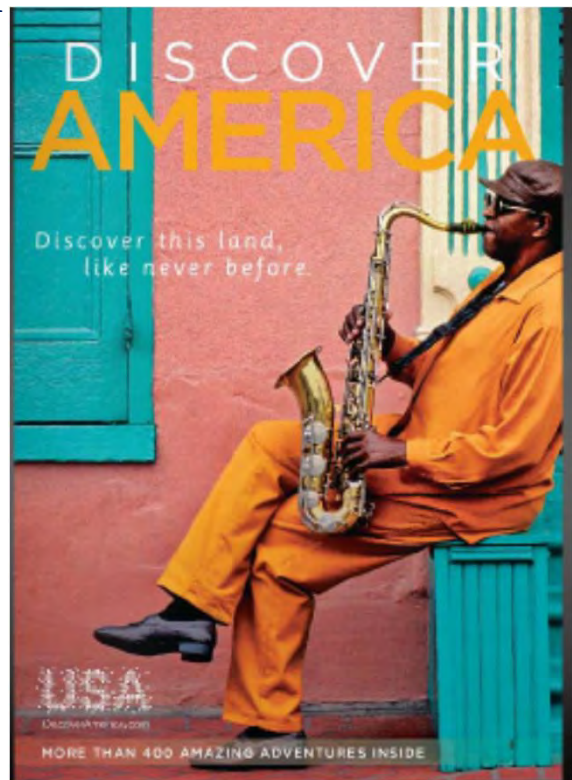
- Brand USA international opportunity
- Multiple countries and languages for coverage and distribution

## Highlights:

- FP4C ad unit

## Investment & Return:

- Cost: \$10,000
- Impressions: TBD



# Integrated Marketing: Canadian Co-Op Media Plan



# Interfuse Media: Snowbird Digital

---

## Rationale:

- Trading desk platform that allows for real-time impression bidding and optimization
- Opportunity to scale across travel sites that reach the target audience segments

## Highlights:

- Data-driven placements driven by actionable insights
- Display advertising across multiple platforms: desktop and mobile
- Optimization to best converting sites, sizes, platforms and placements

## Investment & Return:

- Emerald Coast cost: \$8,500
- Total cost: \$10,000
- Cost per partner: \$500
- Impressions: 4,000,000
  - CVB @ 50%
  - Partners @ 50%

Assumes three-partner buy-in



# Groups:

## Meeting Planner

## Targeted Digital

## Media



# LinkedIn

## Rationale:

- Reaches meeting planners when they are networking, seeking out professional information, and, in general, in the career/work-mindset and bought on CPC
- Broadens reach to specific job titles that are not specifically “Meeting Planners” and are Human Resources & Administrative related

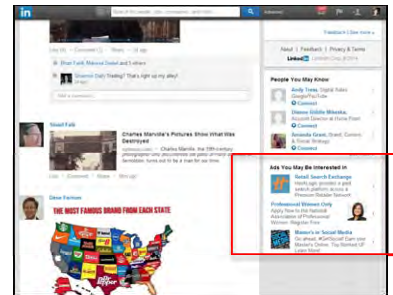
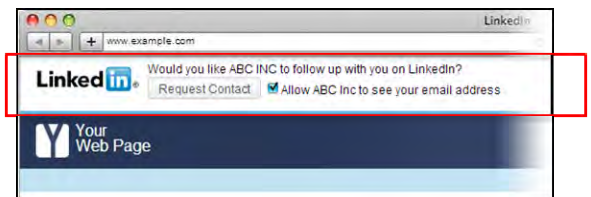


Image + Text Ads



Lead Gen Overlay

## Highlights:

- Image and text ads and now also display and sponsored updates

## Investment & Return:

- Cost: \$5,668
- Estimated clicks: 1,417

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# Meetings/Conventions: Media Plan



# Trade: Lead Generation



# Cvent

## Rationale:

- Premier hub for meeting planners, serving as a portal for global destination and accommodation information

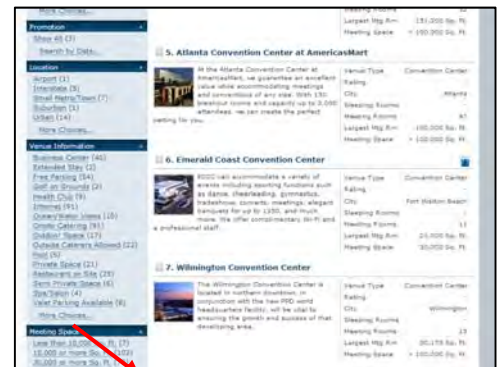
## Highlights:

- 3-Diamond listing, with opportunity to refresh content and images
- Upgraded package provides more content, including Twitter link, virtual tour and more prominent display in FL region

## Investment & Return:

- Cost: \$11,225

Convention Center listed under Supplier Network, driving to Diamond Listing



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# LinkedIn

## Rationale:

- Reaches meeting planners when they are networking, seeking out professional information, and, in general, in the career/work-mindset and bought on CPC
- Complements Cvent buy, reaching 48% of the Cvent audience

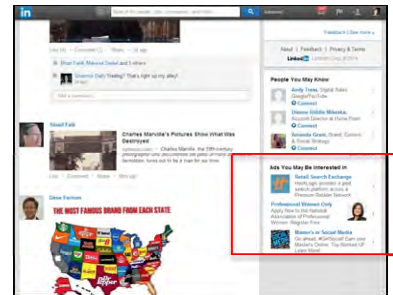
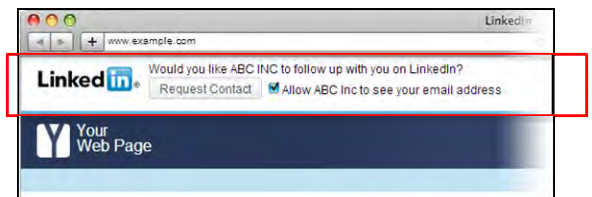


Image + Text Ads

## Highlights:

- Image and text ads and now also display and sponsored updates targeted to:
  - Meeting planners, based on job title
  - Meeting groups/association members (PCMA, Global Meetings, MPI, etc.)



Lead Gen Overlay

## Investment & Return:

- Cost: \$14,953
- Estimated clicks: 3,738



# Google & Bing-Yahoo Search

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## Rationale:

- Reaches planners across multiple specialties as they actively seek out information related to market, venue, etc.
- Places Emerald Coast Convention Center front and center to a qualified audience

## Highlights:

- Text ads targeted to relevant keywords across general meeting planning and branded terms
  - Focus the budget on branded terms based on initial FY14 performance (sample terms: Destin conference center, convention center Destin Florida)
- Recommend opening targeting to national audience
  - CPC price structure minimizes waste
  - Enabling Google's conversion-focused optimization tool further minimizes waste

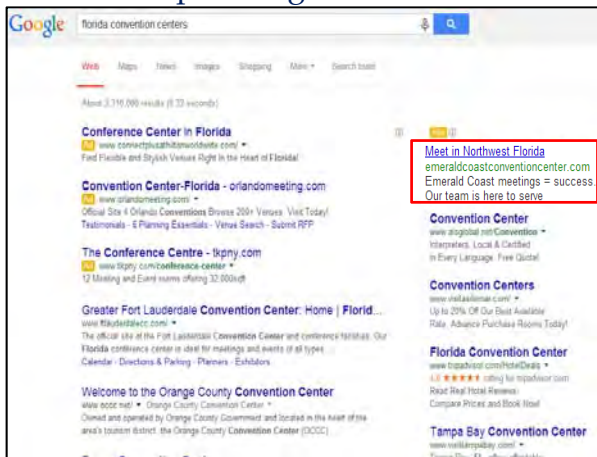
## Investment & Return:

- Cost: \$10,000
  - Majority of budget to be allocated to Google based on general usage
- Estimated Clicks: 3,900

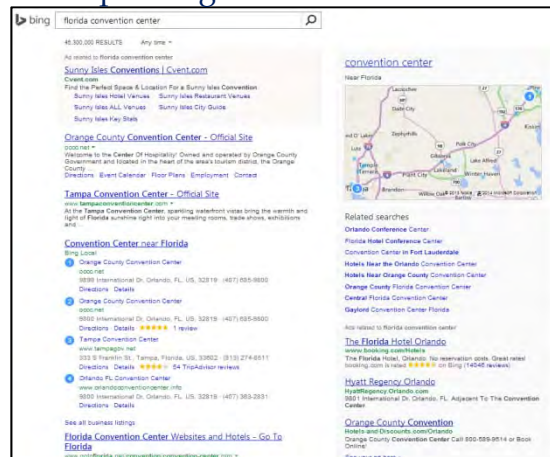


# Google & Bing-Yahoo Search

Sample Google Search Result



Sample Bing-Yahoo Search Result



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# Corporate/Association/ Government Plan



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# Plan Your Meetings

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## Rationale:

- Reaches multiple types of planners:  
Corporate, Association, SMERF,  
Incentive Travel
- Lead generation



## Highlights:

- Lead generation white paper sponsorship
- 3x weekly deals & highlights plus 1x PYM live events OR 2x weekly deals & highlights plus 2x live events
- Custom email blast to 30,000 opt-ins
- Destination Guide editorial and online ads
  - Includes splash page and top banner ad along with link
- Customizable online business directory ad
- Lead generation calling – 80 hours



## Investment & Return:

- Cost: \$5,000
- Impressions: 168,000 minimum





# Collinson Media

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## Rationale:

- Comprehensive meeting planner platform (Corporate, Association, Religious and Sports planners)
- Strong lead generation partner
  - Discounts on marketplace events (\$700 off each event)

## Highlights:

- 2 HP4C in each publication: Connect, Collaborate, Rejuvenate with 4 HP of matching editorial
- 3x insider series video sponsorship: includes pre-roll video, interview, e-blast, SM pushes
- HP4C Meeting Planners Guide to FL and HP4C Connect Sports Facilities Guide
- 90 guaranteed leads



## Investment & Return:

- Cost: \$38,618
- Impressions: 374,500 minimum

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# Small Market Meetings

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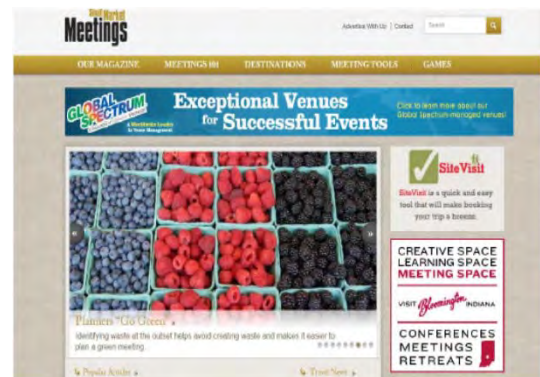
## Rationale:

- Part of industry-recognized The Group Travel Leader family of publications/websites
- 11,000 planners: association, corporate, government, nonprofit, medical, religious and educational meetings

**Small Market**  
MEETINGS

## Highlights:

- 9-month online banner advertising



## Investment:

- Cost: \$3,600
- Impressions: 45,000 minimum

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# Society of Association Executives

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## Rationale:

- Direct access to meeting planner associations in top meeting destination regions
- Planners' reliance continues to grow on 24/7 Internet access – one click away from destination/site planning details



## Highlights:

- Ongoing advertising:
  - Florida
  - Alabama
  - Georgia – **NOTE: Very limited inventory and must be reserved immediately**



## Investment & Return:

- Cost: \$7,700
- Impressions: TBD



# Visit Florida

## Rationale:

- Direct access to Florida meeting planners through e-blasts and Meetings/Events home page exposure

## Highlights:

- 2x e-blasts to 60,000 opt-in Florida meeting planners
- January - September presence on visitflorida.com Meetings/Events landing page

## Investment & Return:

- Cost: \$8,700
- Impressions: 156,000 minimum

VISITFLORIDA.COM



FLORIDA MEETINGS  
VISITFLORIDA.COM

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# Group Travel Plan



# Group Travel Leader

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## Rationale:

- Industry-recognized The Group Travel Leader family of publications/websites
- 20,000 travel buyers and industry professionals

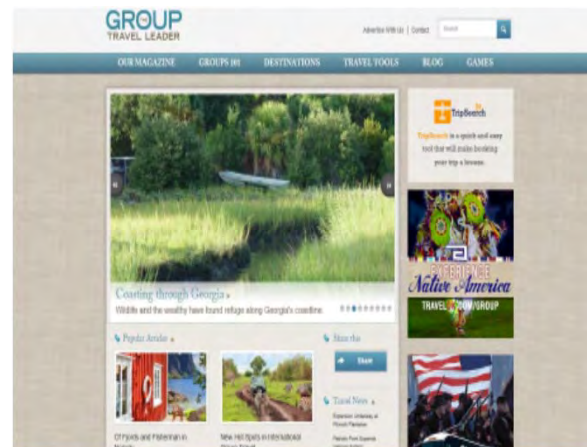


## Highlights:

- 10-month online banner advertising

## Investment & Return:

- Cost: \$3,500
- Impressions: 30,000 minimum



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# Group Travel Directory

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## Rationale:

- Part of Premier Travel Media – network of over 130,000 planners
- Integrated print and digital products and site profile summaries



## Highlights:

- 12-months online banner advertising – Group Travel Directory
- Reunions Market Site InSpection: Site profile with multiple images and links back to Emerald Coast site



## Investment & Return:

- Cost: \$2,290
- Impressions: 182,400 minimum



# Bus Tours / Motor Coach Plan





# American Bus Association

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## Rationale:

- Tour and motorcoach planners and operators association
- Polled preference for obtaining destination advertising information: 64% went to website based on advertising



## Highlights:

- Largest customer segments: mature adults (A65+), student groups and adult groups 45-54 years of age
- 15,500 average unique visitors per month
- 12-month online banner advertising

ABA SERVES AN INDUSTRY THAT MOVES NEARLY 3/4 OF A BILLION PASSENGERS ANNUALLY, **ALL OF WHOM NEED PLACES TO EAT, SLEEP, AND BE ENTERTAINED.**

## Investment & Return:

- Cost: \$6,000
- Impressions: 186,000 minimum

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# FL and AL Motorcoach Associations

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## Rationale:

- Direct access to top feeder market group travel associations
- Members are responsible for planning and operations
- Florida: recently re-organized and is managed by ABA



## Highlights:

- Florida: 12-month banner advertising in FMA Bus Bulletin and online travel directory
- Alabama: FP4C in annual directory and QP4C in spring newsletter



## Investment & Return:

- Cost: \$2,700
- Impressions: 40,550 minimum



# Red Hot Celebrations

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## Rationale:

- The travel trade's event connection
- Mission is to be a one-stop shop for tour operators looking to add value to their itineraries by including special events
- Database, e-newsletter and website platforms



## Highlights:

- DMO package includes listing of up to three events as part of Red Hot Celebrations' website and planner e-blast
- 2x customized, geo-targeted e-newsletters – 100% SOV
- 12 months of online banner advertising at no charge

## Investment & Return:

- Cost: \$1,245
- Impressions: 30,500 minimum



# Religious Groups Plan



# Christian Meetings & Conventions Association

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## Rationale:

- Official newsletter of the Christian Meetings and Conventions Association



## Highlights:

- Circulation: 1,200
- HP4C in each quarterly issue within FY
  - winter (January), spring (April), summer (August)



## Investment & Return:

- Cost: \$1,200
- Impressions: 3,600 minimum

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# Religious Travel Directory

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## Rationale:

- Part of Premier Travel Media – network of over 130,000 planners
- Integrated print and digital products and site profile summaries



## Highlights:

- 12-month online banner advertising
- Religious site inspection: site profile with multiple images, links back to Emerald Coast site



## Investment & Return:

- Cost: \$2,290
- Impressions: 48,000 minimum



# Going On Faith

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## Rationale:

- Part of industry-recognized The Group Travel Leader family of publications/websites
- Strong voice of faith-based travel
- Over 7,000 qualified travel planners for churches and religious organizations

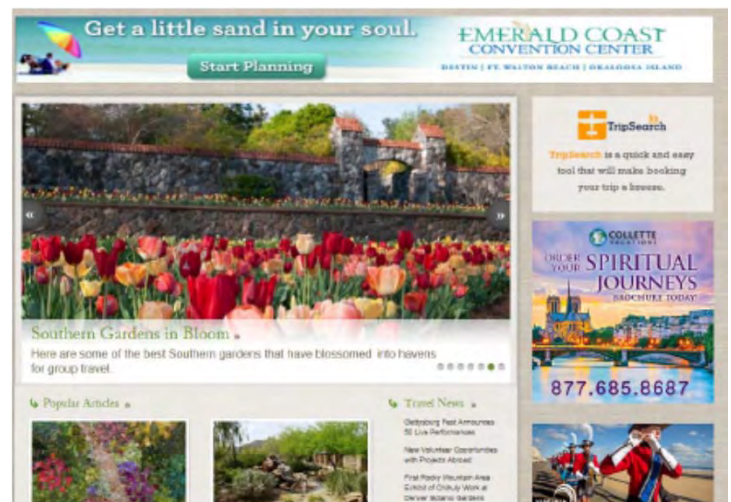


## Highlights:

- 12-month online banner advertising

## Investment:

- Cost: \$3,600
- Impressions: 60,000 minimum



# Chicago Takeover

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# Chicago Takeover

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- Ability to target affluent neighborhoods exclusively
  - Affluent consumers index at 211 for having attended the movies 2-3x/month in the past 90 days
  - Represents 16% of persons earning \$150,000+ HHI who have traveled to the beach in the past 12 months
- Schedules complement TV / Cable plans:
  - Nearly 60% of TV viewing is Monday - Thursday
  - Approximately 75% of theatre attendance is Friday - Sunday when consumers are relaxed and most receptive to entertainment/travel messaging
  - Advertising support by airlines, Visit Florida, DMOs

# Chicago Takeover

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- Chicago is a city with multiple transit lines
  - Nearly as many affluent citizens drive themselves to work as take public/shared transportation
    - 16% drive, 16% take train, 18% carpool & 10% take the subway
  - Despite mode of transportation, nearly 100% are exposed to place-based transit media weekdays & weekends
  - The exterior signage provides a larger than life creative opportunity
- State Street, Grand Avenue & LaSalle Street station locations
  - Near stores, boutiques, shopping district, Lake Michigan, The Magnificent Mile, office buildings

# Chicago Takeover – Movie Theaters

- :30 second On-Screen
- :30 second Lobby Plasma Screens
- Life-size Lobby Standees
- Mobile & Online Pre-Roll :15 and :30 second
- Pre/Post Research Study
- 2 months of activity



- 153,552 :30 second spots
- 457 targeted neighborhood movie screens
- 6,293,286 minimum Gross Impressions
- Cost: \$250,000

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# Chicago Takeover - Transit

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- Head House Panel:  
86" H x 385" W
- Thirty (30) Digital Panels  
at street level, airing  
video 960 plays per day  
each screen
- 2 months of activity



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# Chicago Takeover - Transit

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- In addition to the Head House displays & Urban Panels (base plan):
  - A second Head House as in base plan
  - Twenty (20) Train Display Panels
    - Super Rail Kings
    - Reaches commuters, pedestrians & motorists
    - Size & scale leaves a lasting impression
  - 2 months of activity



- 101,121,132 minimum Gross Impressions
- Cost: \$259,000

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# MARKETING REPORT

January 13, 2016

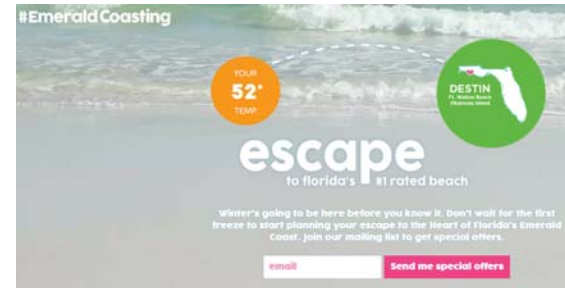
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PETER  MAYER

# Accomplishments

# Chicago Takeover Campaign

- Digital placements in Greater Chicago Area secured 7.9 million impressions
- Reached 112% of our landing page visits goal
  - 89% of these visits were from *new* users
- Reached roughly 230% of our email signups goal
- Secured coverage in the Chicago Business Journal with 13k impressions





# Chicago Takeover Campaign cont'd

- The Carousel Facebook ad developed for this campaign was one of the most well-received social posts in 2015



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# Current Campaigns

# 2016 Spring Campaign

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## Spring Campaign

- Launched Jan. 4
- Targets couples and groups without children

Campaign features new creative refresh



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# Upcoming Campaigns

# 2016 Summer Campaign

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## Summer Campaign

- Launches Jan. 18
- Targeting families

Campaign will feature  
new creative refresh



# Gulf to Table Campaign Update

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- **Gulf to Table site is live!**
  - [www.EmeraldCoasting.com/gulf-to-table](http://www.EmeraldCoasting.com/gulf-to-table)
- **Gulf to Table Guide is now available online:**
  - <http://www.emeraldcoastfl.com/gulf-to-table/get-the-guide/>
  - Printed version will be available in February
- **Gulf to Table print ads can be seen in Spring issues of *The Local Palate* and *Coastal Angler*.**
- **Gulf to Table Media Campaign tentative timing:**
  - February/March
- **Gulf to Table PR, Social and Community initiatives:**
  - Stay tuned!



# Gulf to Table Website

[www.EmeraldCoasting.com/gulf-to-table](http://www.EmeraldCoasting.com/gulf-to-table)



**Fresh from the *Water* to the platter.**

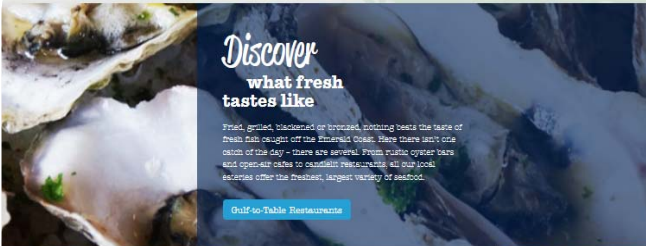
**There's *magic* in these waters.**

The emerald-green water along the Heart of Florida's Emerald Coast is not only beautiful, it's full of adventure – the kind you can have both on fishing boats and in restaurants. These legendary waters lure those who love to fish, those who love fresh seafood and those who can't get enough of either. Whether you plan on picking up a rod and reel – or just a fork – you can't help but catch the excitement.

**"Fish, to taste right, must swim three times – in water, in butter and in wine."**

- PROVERB


Get our fishing-and-eating guide →



**Discover what fresh tastes like**

Fresh, grilled, broiled or steamed, nothing beats the taste of fresh fish caught off the Emerald Coast. Here there isn't one catch of the day – there are several. From rustic oyster bars and operator cafes to candidini restaurants, all our local eateries offer the freshest, largest variety of seafood.


[Gulf-to-Table Restaurants](#)



**For the Foodie**

All fish taste pretty much the same, right? Wrong! Chefs on the Emerald Coast are doing amazing things with a huge variety of fresh, local fishes. There are so kinds of edible fish to sample at any given time. When you combine fresh fish with fresh ideas, something magical happens.

[Fish Flavor Profiles & More](#)



**For the Fisherman**

From the depths of the Gulf of Mexico to the sleepy bays, beautiful lakes and pristine waters of the Choctawhatchee Bay, there is an abundance of fish to be caught here year-round.

[Fishing Spots, Charters & More](#)


**How we came to be the World's Luckiest Fishing Village**

While Native Americans fished in these pristine waters along the Emerald Coast as early as the 7th century A.D., the fishing industry here didn't begin until 1838 when Captain Leonard Destin from New London, Connecticut, moved to the area. "The Luckiest Fishing Village in the World" became Destin's official nickname on October 18, 1898. Florida Governor Collins went out on a charter and came back within 15 minutes with a 18-pound King Mackerel. When a reporter said it was hard to believe that he caught that fish in 15 minutes, he piped back, "Not if you're fishing in Destin. Them boys live with the fish. Destin's the 'World's Luckiest Fishing Village'."

The first restaurant in Destin was opened in 1960 by Vernon "Bud" and Joyce La Fountain. Back then, a seafood platter cost just \$2.50. Today Destin is home to America's largest fishing fleet and dozens of one-of-a-kind restaurants serving fresh Gulf to Table cuisine.

**"If the fish isn't Gulf-to-Table fresh, eat cheeseburgers."**

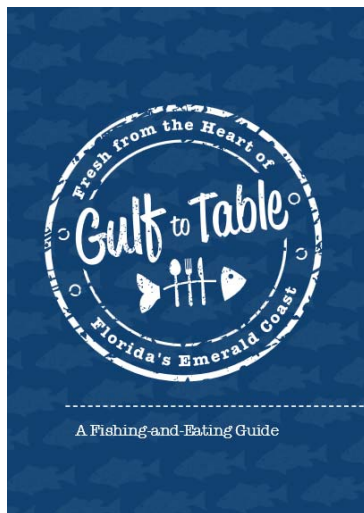
- CAPTAIN GARY JARVIS, BUCK DUNN'S



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# Gulf to Table Guide

<http://www.emeraldcoastfl.com/gulf-to-table/get-the-guide/>



### Fresh From the Water to the Platter: the Gulf-to-Table Experience

Fried, grilled, blackened or broiled - nothing beats the taste of fresh fish caught off the Emerald Coast. Here, there isn't just one catch of the day - there are several. On any given day, you can have your choice of fleet fresh sea trout, grouper, swordfish, red snapper, flounder, wahoo, scamp, triggerfish and cobia. And, of course, shrimp, oysters, crab and scallops are always readily available. Don't even try to save room for dessert.

### Fish Trax™

Many restaurants on the Emerald Coast participate in the Fish Trax™ program. When you order fish for your entrée, it comes with a QR code you can scan to discover who caught your fish, where it was caught and what time it was caught. For an up-to-date listing of participating Fish Trax™ restaurants on the Emerald Coast, visit [EmeraldCoasting.com/gulf-to-table/](http://EmeraldCoasting.com/gulf-to-table/).



### Gulf Fish Flavor Profiles

- Anchojack** A light and flaky fish with an extremely delicate, light salmon flavor.
- Black Drum** This fish has a mild, sweet flavor and nice, firm meat. There's nothing like a large, moist flake of black drum on the end of your fork.
- Bonito** A delicate yet rich-flavored fish. You don't need to get too fancy with bonito. It tastes great with light seasonings.
- Cobia** Sweet and rich in flavor, cobia has firm, white, steak-like flesh, perfectly suited to searing.
- Flounder** A lean, flaky fish with a mild, sweet flavor and delicate texture.

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# Request Your Logo Today!

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# Reminders

## Add Your Specials & Events

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- Partner Access
  - <http://www.emeraldcoastfl.com/partners>
  - Login:
    - Accommodation
    - Password: EmeraldCoast
- Submit the following:
  - Accommodation information
  - Restaurant information
  - **Special deal**
  - **Event**

# Thank You