

The
Florida Keys
& Key West
... come as you are®

2025-2026 Marketing Plan

[VisitFloridaKeys.com](https://www.VisitFloridaKeys.com)





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Executive Summary

Tourism is the indisputably largest economic engine of Monroe County. Each year, visitors spend approximately \$3.5 billion in The Florida Keys, generating almost \$400 million in tax revenue and supporting over 24,000 local jobs in an island chain with 80,000 residents. This visitor economy saves each household approximately \$11,500 (including \$1,124 in property taxes) while funding projects that directly benefit the community.

These results are no accident. They are the direct outcome of strategic destination marketing, responsible tourism management, and targeted investment of the tourism taxes that visitors—not residents—pay every time they visit Monroe County.

This FY 2025–2026 Marketing Plan outlines the priorities, programs, and accountability measures for Visit Florida Keys (VFK), the organization contracted by Monroe County to manage the marketing and promotional responsibilities of the Tourist Development Council (TDC). The plan is structured around the TIDE Strategy, a clear framework developed by VFK to ensure all marketing efforts are:

- **Trajectory-Driven:** Storytelling and branding that guide traveler behavior and seasonality.
- **Integrated:** Unified messaging across advertising, public relations, social media, digital, and partner channels.
- **Data-Informed:** Decisions grounded in real-time visitor data, economic impact, and sentiment research.
- **Engagement-Focused:** Community-aligned strategies that connect tourism with local benefits.

Together, these pillars guide VFK in delivering on our statutory responsibilities while also increasing transparency, efficiency, economic prosperity, and quality of life for residents.

Key Objectives for FY 2025–2026

- Drive responsible visitation that balances economic impact with destination stewardship.
- Strengthen traveler conversion through digital campaigns, paid media, and enhanced website performance.
- Support community alignment by elevating partner programs, resident communications, and event promotion.
- Leverage data from reputable sources and visitor perception studies to drive return on investment (ROI).
- Ensure fiscal accountability and transparency through regular reporting, measurable key performance indicators (KPIs), and alignment with Monroe County’s new scope of services with VFK.

Return on Investment + Destination Stewardship

Visit Florida Keys will invest tourism development tax (TDT) revenues to generate strong returns under the framework of destination stewardship by:

- Generating economic prosperity by attracting visitors whose spending sustains our local workforce and businesses.
- Promoting social well-being and quality of life for residents.
- Amplifying environmental conservation and protecting our ecosystem.
- Paying homage to our history and cultural treasures.

This plan also complies with the updated scope of services outlined in the amended contract between Monroe County and VFK (July 2025), including media oversight, grant program execution, and regular reporting to the Board of County Commissioners (BOCC), Monroe County Clerk and TDC Board.

Tourism is not a byproduct of our economy. It is the foundation of it. This plan ensures Monroe County’s tourism marketing efforts remain accountable, forward-looking, and resident-conscious. It reflects a commitment not only to promoting the Florida Keys but to protecting what makes this destination worth visiting and living in for generations to come.



Diane
Diane Schmidt
Chairperson



Kara
Kara Franker
President & CEO

About Visit Florida Keys and the TDC

Visit Florida Keys (VFK) is a Florida not-for-profit corporation contracted by Monroe County to serve as the official destination marketing organization (DMO) for the Florida Keys. VFK is responsible for developing and executing a comprehensive tourism marketing and public information program that supports sustainable economic growth throughout the island chain.

VFK operates under the direction of a nine-member Board of Directors, which also serves as Monroe County's Tourist Development Council (TDC)—an advisory board to the Monroe County Board of County Commissioners (BOCC). The corporation functions in accordance with applicable Florida Statutes and Monroe County ordinances, including regulations tied to the use of tourist development tax (TDT) revenue generated by visitors (not residents). The annual marketing plan is approved by the TDC and BOCC and is used by the Monroe County Clerk's Office as a reference document to verify compliance and process reimbursements.

VFK is committed to delivering measurable results and maintaining accountability to Monroe County and the public. Through a robust framework of data reporting, performance tracking, and contract compliance, VFK ensures that every marketing initiative is evaluated against clear metrics and strategic objectives.

New this year, organizational efforts are guided by the TIDE Strategy, which is a destination marketing framework that focuses on Trajectory, Integration, Data, and Engagement. This strategy informs both long-term planning and day-to-day execution across all functions of Visit Florida Keys. In addition, we are in the process of implementing a three-year strategic plan and attaining Destination International's DMAP certification focused on best practices in the industry.

VFK also works closely with five District Advisory Committees (DACs I, II, III, IV & V) and three umbrella committees: Dive & Ecotourism (updated to include ecotourism for this fiscal year), Fishing, and Cultural. This methodology ensures that each region and sector has input into marketing strategy, project selection, and resource allocation. This community-based framework ensures that tourism benefits are equitably distributed and that local values are reflected in destination storytelling.

Led by an in-house staff of subject matter experts, VFK collaborates with the following agencies: Starmark (advertising), Turner PR (public relations), MMGY (website), Overseas Media Group (social media and webcams), in addition to others that play a smaller role in the operations.

Visit Florida Keys Leadership



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Questions? Contact Julia and she will connect you with the right person.

Monroe County Board of County Commissioners

Jim Scholl – Mayor

Michelle Lincoln – Mayor Pro Tem

Craig Cates – Commissioner

Holly Merrill Raschein – Commissioner

David Rice – Commissioner

Tourist Development Council Board

Diane Schmidt – Chairperson

George Fernandez – Vice Chairperson/Treasurer

Mayor Danise DeeDee Henriquez – Co-Treasurer

Mayor Jim Scholl – Board Member

Council Member Robyn Still – Board Member

Peg Laron – Board Member

Bobby Mongelli – Board Member

Rachel Oropeza – Board Member

Patti Stanley – Board Member



The Role of Tourism in Monroe County

Tourism is the cornerstone of the Monroe County economy, generating jobs, sustaining businesses, and funding essential public services. The Florida Keys welcome millions of visitors annually who support the region through lodging, dining, attractions, and recreational activities. This visitor spending ripples through the economy, creating employment and tax revenue that benefits every resident.

According to the most recent study in The Florida Keys, tourism generated approximately \$3.5 billion in visitor spending, directly supporting more than 19,000 local jobs, with an additional 5,500 jobs created through secondary economic activity. Wages, benefits, and proprietor income from tourism totaled over \$1 billion, a 4.8 percent increase year-over-year.

Visitor contributions also provided nearly \$400 million in total tax revenue, including \$305 million in direct travel-related taxes. This includes state and local tax benefits, such as sales and lodging taxes, that reduce the burden on Monroe County residents. In fact, visitor-supported tax revenue equates to an estimated \$11,500 in annual savings per household, including over \$1,100 in property tax relief.

Over the past five years, Tourist Development Tax (TDT) revenue has helped fund:

- \$15 million for the local fishing and diving industries
- \$12 million for beach restoration and facilities
- \$10.8 million for community events
- \$8 million for cultural programs
- \$4.3 million for coral restoration and marine sanctuary conservation
- \$19.2 million for tourism-related attractions

These investments improve the quality of life for residents while enhancing the visitor experience. In short, tourism is not only Monroe County's largest economic driver—it is also a powerful funding engine for environmental stewardship, infrastructure, and cultural vitality. Through thoughtful destination management, Visit Florida Keys ensures that the benefits of tourism are sustained and equitably shared across the island chain.



Understanding Funding and Why Tourism Matters in The Florida Keys

Tourism is the economic engine of The Florida Keys. Visitor spending supports local businesses, creates jobs, and funds critical public services that benefit residents across Monroe County. The impact is both direct and far-reaching.

Key Benefits of Tourism:

- Generates \$3.5 billion in visitor spending annually
- Supports 34% of all jobs in Monroe County
- Saves each household \$11,500 in local and state taxes
- Visitors pay more than 24% of Monroe County's sales tax revenue
- 100% of the Tourist Development Tax (TDT) is paid by visitors—not residents

How the Tourist Development Tax (TDT) Helps Residents:

The TDT is a bed tax collected on hotel rooms and short-term vacation rentals. These funds are reinvested into the local economy in ways that support both tourism and quality of life for residents, including:

- Beach and park maintenance
- Restoration of historical and cultural sites
- Tourism promotion and visitor services
- Local infrastructure improvements
- Environmental conservation and sustainability initiatives

The strength of our tourism industry is directly tied to the well-being of Monroe County residents. When visitors thrive, our community benefits.

On June 17, 2025, the TDC Board approved the following FY 2025-2026 budget strategy.

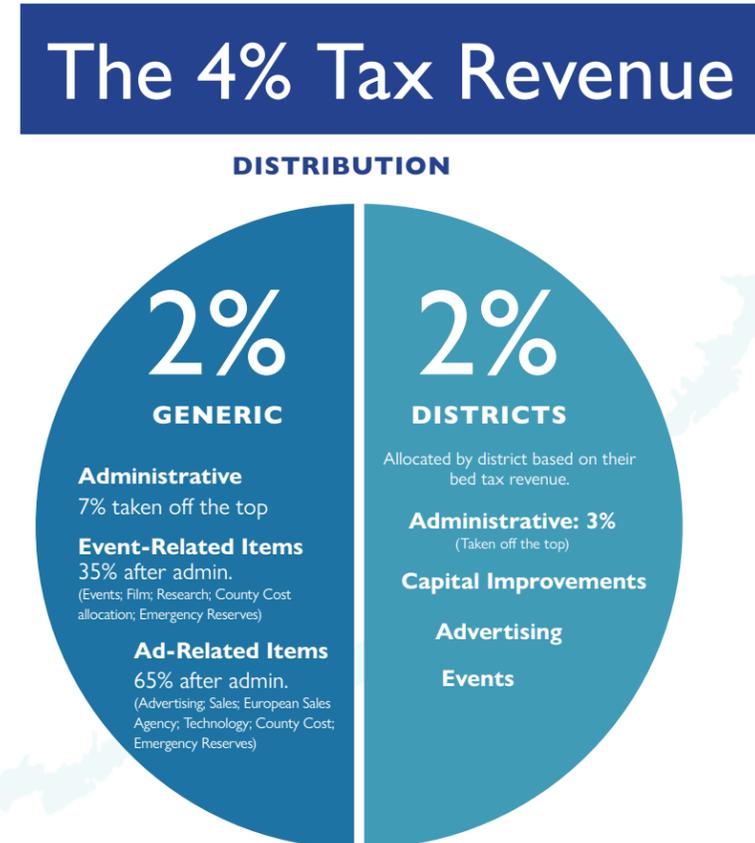
Revenue

Projected FY 2026 Annual Four Penny Revenue:	\$57,000,000
Less 5% non-collection allowance (F.S.129.01):	(\$2,850,000)
Total FY 2025-2026 Bed tax revenue:	\$54,150,000

*The TDC line-item budget, including emergency reserves and fund balance forward, is available upon request.

VFK operates with full transparency and in compliance with Monroe County ordinances, Florida statutes, and its scope of services as outlined in the approved agreement with the Board of County Commissioners.

All expenditures are reimbursed only after submission of detailed invoices and supporting documentation to the Monroe County Clerk's office.



Destination Assessment & Strategic Planning

In 2025, VFK is in the process of completing an operational strategy for the future of the destination. In partnership with MMGY NextFactor, VFK is utilizing the DestinationNext diagnostic tool to develop a multi-phase strategic and transformational road map for future global destination marketing.

This road map examines practical actions to measure the organization's efforts and outcomes. The road map addresses relevant gaps, opportunities, amenities, education, programming, and experiences that would benefit the tourism industry. Between 2026 and 2028, VFK will focus staff resources on executing the road map recommendations.

Over the next three years*, the four main categories of strategic goals and strategic initiatives revolve around:

1. Marketing & Sales

- Develop a cohesive marketing strategy called TIDE that highlights the assets of the entire island chain.
- Enhance the destination brand with data-driven insights.
- Continue growth in bed tax revenue.
- Develop a need period strategy for both group and transient visitors.
- Build a new website and continue to adopt AI and technology to serve visitors and the community.

2. Destination Stewardship

- Develop programs and initiatives for industry alignment with stewardship efforts.
- Create frontline service and ambassador training programs.
- Enhance visitor education to create awareness of our sensitive environment.
- Develop a long-term Destination Stewardship plan.

3. Community Alignment

- Review committees and umbrella programs to determine allocations and impact.
- Review and revise the grant process.
- Enhance the centralized calendar of events.
- Develop a resident engagement and education program.
- Develop a strategic engagement plan for the tourism industry.
- Become a data resource for industry and community.

4. Organizational Resilience

- Create an official 501(c)3 federal determination.
- Work toward achieving official DMAP accreditation.
- Develop a strategic advocacy plan.
- Work with Monroe County Commissioners and the TDC Board to develop a comprehensive governance review.
- Develop an organizational measurement strategy and benchmarks.
- Create a compliance and operational efficiency strategy in cooperation with the Clerk's office.
- Review and analyze the tourism management plan with the County Attorney's office including funding sources.
- Conduct a compensation study and culture development plan to retain talent.

2025 Research & Strategy Initiatives



Assessment Survey

Received 198 responses from an audience of tourism partners, community and government leaders, TDC/VFK team, media (not visitors).



1 on 1 Interviews

Dozens of interviews were conducted with key leadership from Monroe County, local governments, and tourism businesses.



Focus Groups

104 people attended 12 group discussions, with participants representing DACs and Umbrellas, community leaders, environmental sustainability, grants/events.



TDC Leadership Workshop

Comprised of 17 people and 2 moderators. Included participation from the TDC Board of Directors and VFK Leadership.



A New Approach to Marketing the Destination: The T.I.D.E. Strategy

With this 2025-2026 marketing plan, Visit Florida Keys is launching the TIDE Strategy—a bold, future-facing approach to destination marketing that re-imagines how we promote our region, engage our partners, and drive measurable impact. TIDE stands for Trajectory, Integration, Data, and Engagement: a road map that defines our path forward and guides marketing efforts in the coming year.

The TIDE Strategy transitions VFK into a destination platform, where our organization leads with collective intelligence, empowers our partners with tools and data, and creates meaningful touchpoints for travelers across the full marketing funnel.

Trajectory: Now more than ever before, we have the opportunity to guide travelers on the path, and to the destinations, attractions, and experiences that are right for them in The Florida Keys. We use cinematic storytelling, branded content, and anticipatory, funnel-based marketing to shift the destination's perception and influence traveler behavior from inspiration through planning. This concept defines the path the traveler takes and sets a new standard for what destination marketing can achieve.

Integration: To remain competitive, we are creating a collaborative environment with our industry partners that fosters a sense of belonging, educates and empowers, and focuses on common goals. To that end, we have a restructured partner engagement model that offers scalable tiers of participation for hotels and other tourism stakeholders, each tied to specific moments in the traveler journey, from awareness to booking. Through our educational programs, each partner will have the opportunity to learn about the robust offerings available from VFK and to share knowledge, keeping the destination top of mind.

Data: Our actions are data-informed, as well as intentionally and creatively expressed. In addition to best-in-class research, we are building a comprehensive analytics system, supported by AI, that delivers program and campaign intelligence in real time and provides insights to both internal teams and external stakeholders. These insights guide our efforts to improve marketing communications and our relationships with our audiences, industry partners, community leaders, and stakeholders.

Engagement: Many destinations can create a first impression. But the ones that win hearts, minds, and wallets figure out a way to engage, inform, and delight. Each of our audiences has a set of engagement techniques, including content, channels, tools, and events that inspire. For leisure travelers, we have a cadence of relevant stories and practical information about their trips. For partners, a robust framework for communication and involvement, including transparent reporting dashboards, stakeholder outreach, training opportunities, and activation campaigns designed to keep them informed, connected, and invested. For meeting planners, a comprehensive program and people to help them understand destination offerings. And for stakeholders, a professional series of meetings, events, and roundtable discussions that inform on the health of the organization, its economic impact, and its activities. Filling this engagement gap increases the flow from first touch to booked stay and telegraphs the high-touch service all our constituents can expect from a world-class, welcoming destination.

“With the launch of the TIDE Strategy, Visit Florida Keys is redefining what it means to market a destination in today's world. TIDE—Trajectory, Integration, Data, and Engagement—is more than a framework; it's a commitment to cinematic storytelling, smarter data use, deeper partner collaboration, and real-time traveler engagement.

This strategy helps us move beyond promotion and into true destination leadership.”

Kara Franker – President & CEO Visit Florida Keys



Key Organizational Goals for Marketing & Communications

Our goals focus on increasing paid, earned and owned media reach while launching a refreshed brand that captures the destination's authentic character.

 **1.2 BILLION**

Goal 1

Generate 1.2 billion paid media impressions in 2025, an increase of 200 million from last year.

 **3 BILLION**

Goal 2

Generate 3 billion earned media impressions in 2025, and a rise of 2 billion from last year.

 **29 MILLION**

Goal 3

Exceed a reach of 29 million on organic social media, an increase of 2 million from last year.

 **BRAND REFRESH**

Goal 4

Develop and launch a refreshed brand that reflects the unique identity of The Florida Keys.

A Deeper Look at Marketing, Communications, Demographics & Our Target Markets

Marketing and communications are among the most powerful tools we have to support the visitor economy in The Florida Keys. In 2024, 46% of visitors recalled seeing or hearing advertising for the destination, and 55% confirmed that marketing materials and press articles influenced their decision to visit. Insights like these send a strong signal that our efforts are reaching the millions of visitors who come to the island chain each year, strengthening the community's number one economic driver.

For FY 2026, we will continue to execute data-informed marketing and communications strategies designed to reach high-value travelers, drive visitation across all five districts and strengthen awareness of what makes the Keys unlike anywhere else.



Questions? Please contact

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Target Audience, Demographic & Origin Market Information

Destination Performance

The Florida Keys saw record-setting visitation in 2024, welcoming 4.7 million domestic visitors, a 4% increase compared to the previous year. This number has been steadily increasing each year, for the past four years.

When choosing their accommodations, 62% of visitors stayed in a hotel in The Keys. Short-term vacation rentals accounted for 16% of stays, and bed and breakfasts made up 10%. The remaining percentage stayed at campgrounds, RVs or with family and friends.

Hotel Performance

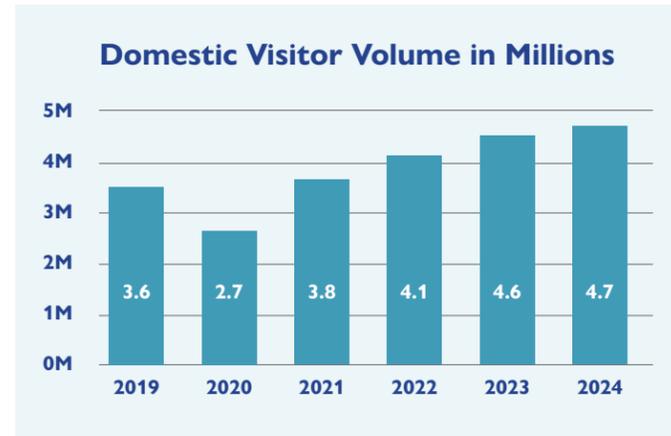
In the hotel category, which also includes motels and resorts, The destination has continued to command the highest average daily rate (ADR) in the United States. In the past year, The Keys have seen a small dip in occupancy that is also showing up in revenue per available room (RevPAR). This represents a “leveling off” after the post-pandemic peak that occurred in 2022, which is being experienced across the country. ADR remains steady and high at \$390.

Short Term Vacation Rentals

The availability of short term vacation rentals (STVR) in The Florida Keys continues to grow. A 2025 economic impact study indicated that since 2018, the number of STVR listings had increased 36%. In this category, the average daily rate, revenue per available room and occupancy are holding strong.

Visitor Volume

Source: Datafy



Competitor Destinations

Competitors of The Florida Keys offer similar natural beauty, outdoor adventure and culture that draws in visitors. Hawaii and California attract visitors with ocean views and relaxed vibes, while the Bahamas, Turks and Caicos, and the Virgin Islands offer clear waters, diving and boating. The Dominican Republic, Jamaica and Puerto Rico highlight music, heritage and history, and Bonaire draws divers with its protected reefs. These destinations appeal to travelers seeking fishing, snorkeling, sailing and island scenery, similar to the Keys.

Hotel Occupancy



Source: Smith Travel/CoSTAR and VISIT FLORIDA

Competitor Destinations

Hawaii	California	The Bahamas	U.S. Virgin Islands	British Virgin Islands
Jamaica	Dominican Republic	Puerto Rico	Turks & Caicos	Bonaire

Short Term Vacation Rentals (STVRs)

Source: KeyData

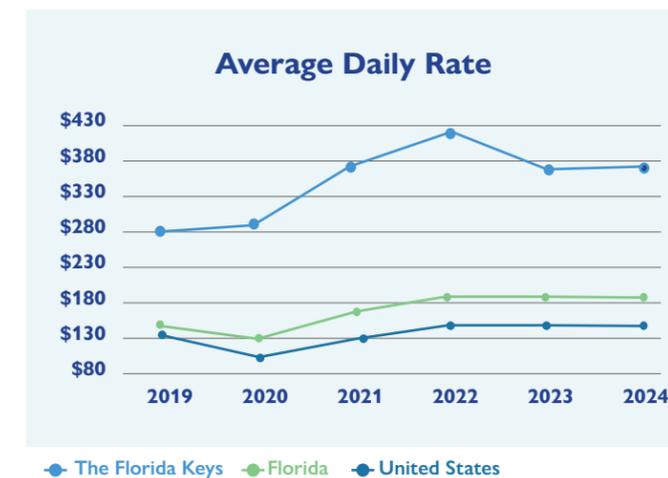
KPI	2025 YTD	2024 YTD	Change
Adjusted Paid Occupancy	60.10%	58.30%	3%
Adjusted RevPAR	\$509	\$506	1%
ADR	\$306	\$295	4%

Flight Destinations in Key West (EYW)

*Beginning in October 2025

Akron-Canton (CAK)	Asheville (AVL)	Atlanta (ATL)	Boston (BOS)	Charlotte (CLT)	Chicago (ORD)
Cincinnati (CVG)	Dallas (DFW)	Ft. Lauderdale (FLL)	Houston (IAH)	Indianapolis (IND)	Knoxville (TYS)
Miami (MIA)	New York (JFK)	New York (LGA)	Philadelphia (PHL)	Pittsburgh (PIT)	Raleigh-Durham (RDU)
Newark (EWR)	New Haven (HVN)	Orlando (MCO)	Orlando-Sanford (SFB)	Tampa (TPA)	Washington D.C. (DCA)
					Washington-Dulles (IAD)

Hotel Average Daily Rate



Source: Smith Travel/CoSTAR and VISIT FLORIDA

Hotel RevPAR



Source: Smith Travel/CoSTAR and VISIT FLORIDA

Origin Market Overview

Airlift

Key West International Airport (EYW) continues to reach new heights. In 2024, the airport reported a record-breaking 1,449,649 total passengers, marking a nearly 10 percent increase over 2023.

The momentum carried into 2025 with the opening of Concourse A in April 2025, delivering upgraded amenities and new air-conditioned boarding bridges. Breeze Airways launched nonstop flights to Orlando and Tampa in June 2025, with service to Akron-Canton and Raleigh-Durham starting in October 2025. Allegiant will begin new nonstop service to Knoxville in October 2025 as well.

Who is coming here and from where?

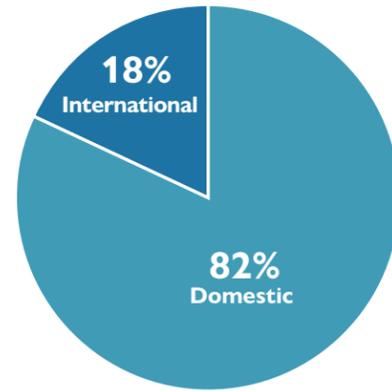
Visitors to The Florida Keys hail predominantly from the United States, with 82% coming from domestic markets in 2024. Of the domestic markets, Florida claims the top spot with 20% of visitors coming from within the state. New York maintained its spot as the top out-of-state market drawing nearly 8% of visitors, a 2% increase over the previous year. California, Texas, Ohio, Illinois and Michigan all saw gains in the past year. Georgia, Pennsylvania and North Carolina saw a modest decline, indicating opportunity to shore up marketing efforts in these areas.

International visitation represented 18% of travelers to The Florida Keys, with Canada remaining the largest source for international travelers in 2024. Notably, international travel was up in 2024, increasing from 12% to 18% of all visitors.

In Florida, Miami-Fort Lauderdale, Tampa and Orlando were top origin markets. With the ease of drive-to travel for South Florida, and the new airlift from major hubs like Tampa and Orlando, we will continue to target these important markets in 2025-2026.

Domestic vs. International Visitation

Source: Rockport Analytics



As we plan for FY 2026, leadership and staff understand the challenges associated with both domestic and international travel to the Florida Keys. We anticipate economic headwinds will affect our previously dependable domestic and sometimes inconsistent international markets. Based on this information, staff intends to maximize the value of our budget to assure the Florida Keys economies remain strong in this time of uncertainty.

Top Domestic Origin Markets

1	Florida	6	Ohio
2	New York	7	Illinois
3	California	8	Pennsylvania
4	Georgia	9	Michigan
5	Texas	10	North Carolina

Source: Rockport Analytics

Top In-State Origin Markets

1	Miami/Ft. Lauderdale	4	West Palm Beach
2	Tampa	5	Fort Myers
3	Orlando	6	Jacksonville

Source: Datafy and Adara

Top International Origin Markets

1	Canada	5	Germany
2	UK	6	Mexico
3	Brazil	7	Italy
4	France	8	Scandinavia

Source: Adara and VISIT FLORIDA

Demographics and Generation

The average age of overnight visitors to The Florida Keys is 43, aligning with Millennial travelers, who are entering the middle age phase of life associated with peak earnings.

Millennials represented 34% of travelers. Gen X was the second largest group, followed by Baby Boomers. Nearly 1 in 4 travelers to The Keys in 2024 were Baby Boomers, which was an 11 percentage point increase for this group, many of whom are entering the retirement phase of life.

Household Income

The Florida Keys primarily attract travelers from affluent and moderate household income groups, a trend likely driven by the destination's consistently high average daily rate. Marketing efforts will continue to align with these core audiences while also targeting the aspirational young traveler, ensuring we connect with visitors at various life stages.

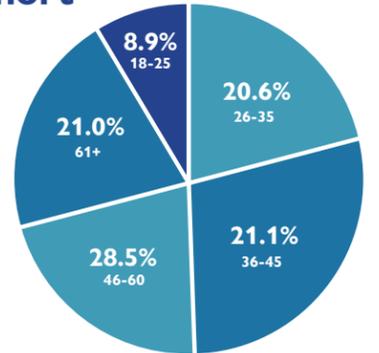
Booking Window

Aligning with domestic and international booking windows allows us to reach travelers at the right moment in their decision-making process, ensuring messages resonate when they're most likely to convert.

Key Demographic	AD35-64+, focus on 45+
Secondary Demographic	AD25-44

Generational Cohort

Generation	Percentage
Baby Boomer	25%
Gen X	33%
Millennial	34%
Gen Z	9%



Source: Dean Runyan Associates

Moderate	35-54, \$100K+
Affluent	35-54, \$150K+
Moderate Mature	55 or older, \$100K+
Affluent Mature	55 or older, \$150K+
Aspirational Young Travelers	18-34, any income

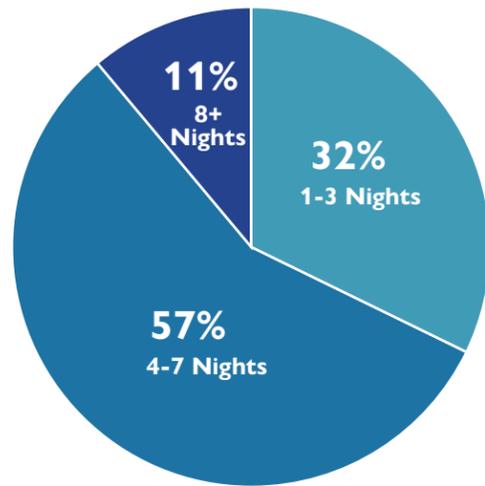
Location	Typical Booking Window
United States	1-3 months, average is 45-60 days
Canada	3-5 months
UK/Ireland	6-8 months
Germany	4-8 months
France	3-6 months
Brazil	3-5 months

	International Visit Periods											
	10/25	11/25	12/25	1/26	2/26	3/26	4/26	5/26	6/26	7/26	8/26	9/26
Canada												
UK/Ireland												
Germany												
France												
Brazil												

Marketing Approach

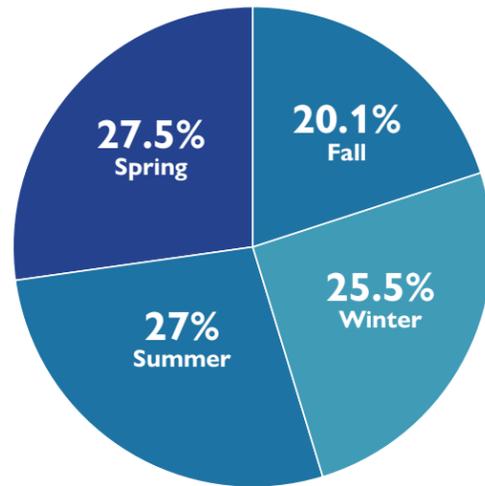
Our marketing approach is shaped by insights into visitor demographics, origin markets, seasonality, length of stay, and traveler interests. These factors help guide how and when we deploy campaigns, ensuring that creative and messaging resonate with target audiences. This data-driven strategy supports smarter investment and stronger engagement across platforms.

Length of Stay



Average Stay: 6 Nights

Seasonality



Target Audience Interests

Ecotourism/Sustainability
Diving/Snorkeling
Fishing
Boating
Culture/History/Art
LGBTQ+
Culinary
Romance
Weddings
Honeymoons
Family Travel
Luxury Travel
Music

Top Activities

Dining Out	79.4%
Beach Activities	68.3%
Sightseeing/Attractions	59.2%
Going Out to Bars	51.6%
Viewing Wildlife	46.8%
Boating	42.1%
Fishing	37.9%
Visiting Museums	29.0%
Snorkeling	23.8%
Cultural Events	22.0%
Spa/Health Club	19.1%
Scuba Diving	10.2%
Weddings	3.5%

Why Do Visitors Choose the Florida Keys?

To Relax and Escape	46.7%
To Experience Adventure	8.7%
Better Climate	8.6%
It's Somewhere New	6.7%
Fishing	4.4%
Culture, Arts, and History	4.0%
Family Friendly	3.0%
Nightlife and Live Entertainment	2.9%
Scuba Diving	2.5%
High Quality Accommodations	2.5%
Romance	2.1%
Safe and Convenient	1.7%
Good Value	1.7%

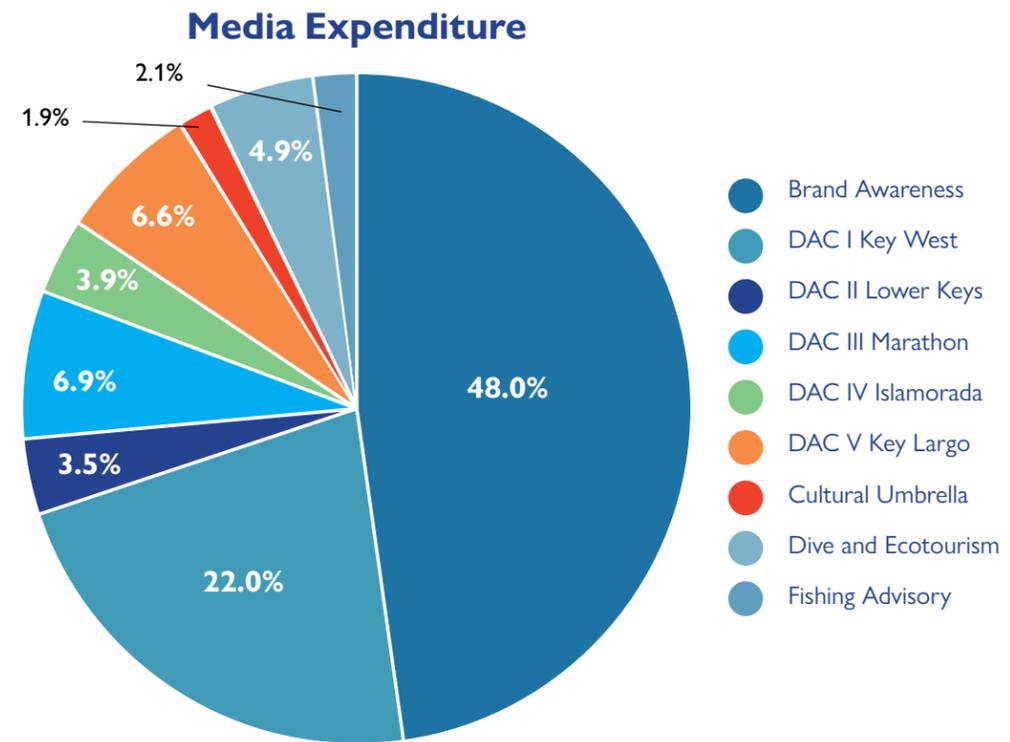
Source: Rockport Analytics

Source: Rockport Analytics

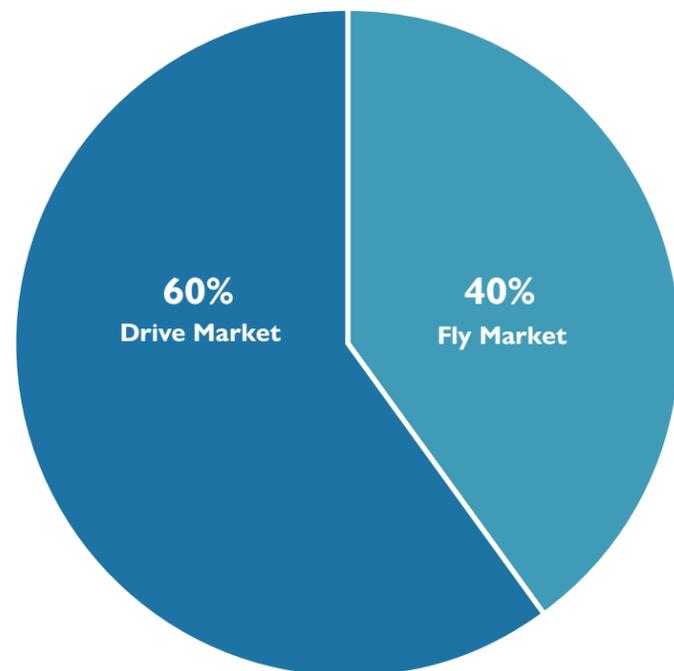


Media Spend

Below is a snapshot of our media expenditure. For detailed advertising goals and tactics, please refer to the forthcoming Advertising section and the Media Plans Addendum.



Drive vs. Fly Media Expenditure



Focus on Research and Data-Driven Results

VFK's strategies and decisions are grounded in reliable data and performance measurement. This includes tracking the economic impact of tourism, visitor sentiment, lodging performance, marketing attribution, and brand strength.

Research supports internal decision-making, transparency to stakeholders, and strategic alignment across departments. It also plays a key role in accountability to the public, empowering data-driven storytelling and policy advocacy.

Goals

- Empower Visit Florida Keys and its stakeholders with accurate, timely data and insights to guide strategic decisions and strengthen destination performance.
- Evaluate the effectiveness of marketing efforts and progress toward strategic objectives through consistent, data-driven measurement and analysis.
- Quantify the economic impact of high-profile projects and major destination initiatives to demonstrate return on investment and community benefit.
- Strengthen Visit Florida Keys' research leadership through ongoing professional development and strategic industry collaboration.

Tactics

- Implement industry best practices in data collection, visualization, and interpretation.
- Deliver regular reporting (monthly, quarterly, annual) to internal teams and stakeholders.

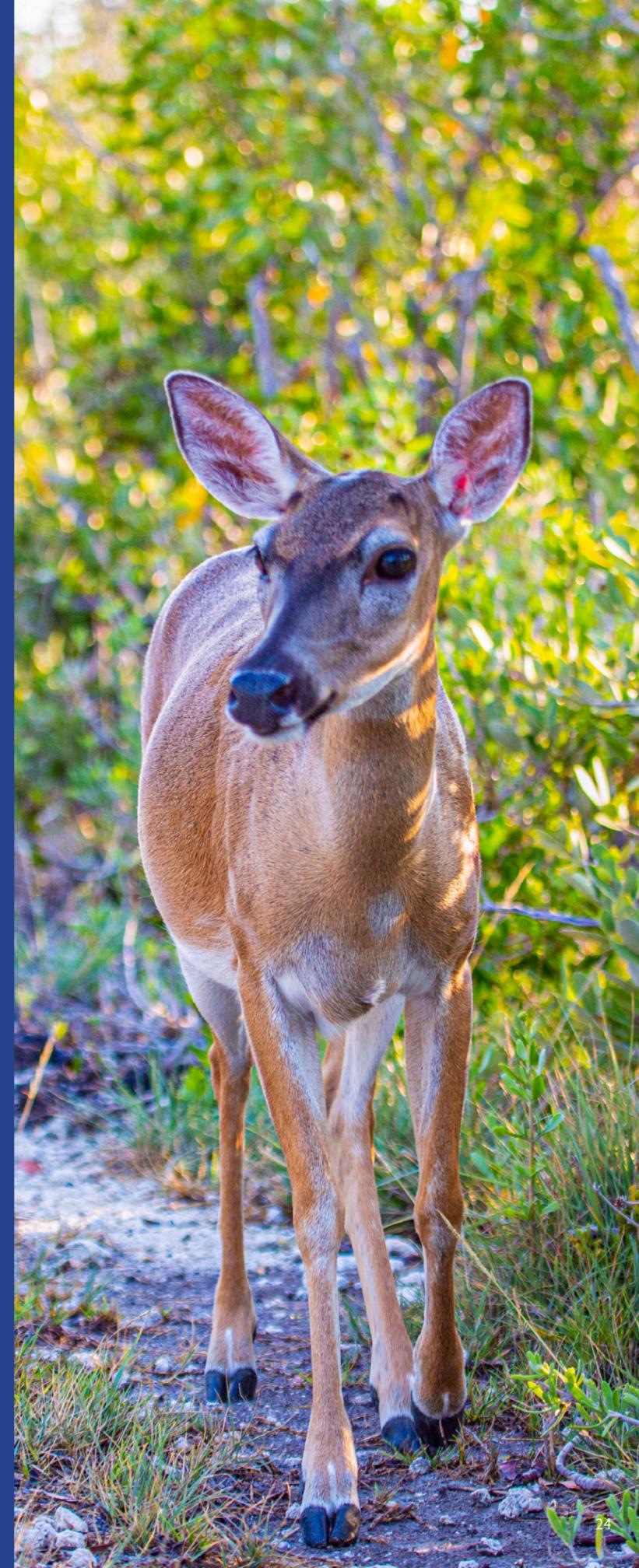
- Monitor evolving travel behavior, market trends, and economic conditions.
- Conduct ongoing visitor intercept surveys to measure demographics, behavior, and satisfaction.
- Measure visitor volume and spending using DK Shifflet estimates.
- Analyze lodging performance using Smith Travel Research (STR) data.
- Monitor vacation rental trends and occupancy through Key Data Dashboard.
- Track forward-looking booking trends with TravelClick's Demand360 platform.
- Leverage the Tourism Economics Symphony platform for: visitor behavior analysis, geolocation data insights, economic performance forecasting, and marketing performance measurement across time.
- Conduct targeted economic impact analyses for film productions and special projects to assess their contribution to the local economy and support future investment decisions.
- Participate in research-focused breakout sessions, trainings, and workshops, and attend key industry conferences, including Destinations Florida, Visit Florida's Governor's Conference on Tourism, US Travel Association's ESTO, and TTRA Marketing Forum.
- Engage with DMO peers and industry leaders via Destinations International membership and other professional networks to exchange best practices and stay ahead of emerging trends.



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Tourist Development Council Market Research

- [2024 Visitor Profile Study](#)
- [2024 Tourism Report - Datafy](#)
- [Examining the LGBTQ+ Market](#)
- [Benefits of a Tourism Economy](#)
- [2025 Economic Impact Report \(Analyzing 2023 data\)](#)
- [Affluent Traveler Brand Perception Study](#)
- [Example Monthly Summary Report](#)



Expand Sales & Promotions Abroad & Domestically

Goals

- Define and implement systems to measure room nights and economic impact influenced by VFK across all segments and sources.
- Strengthen the domestic leisure travel market and build seasonality during traditionally slower periods.
- Drive international market growth despite market headwinds.
- Develop and implement a robust Meetings, Incentives, Conferences, and Exhibitions (MICE) program.
- Boost niche markets like LGBTQ+, dive and ecotourism, fishing, and cultural.
- In concert with VFK research director, leverage research and key metrics to target geographic and vertical markets more robustly.
- Build new flexible digital presentation decks and planner guides.
- Collaborate with VISIT FLORIDA, U.S. Travel Association, Destinations International and Brand USA on initiatives.
- Develop co-marketing initiatives with trade (Signature, Virtuoso, Pleasant Holidays, etc.).
- Implement cross-promotional campaigns with other Florida destinations.

Tactics

- Identify, prioritize, and target specific traveler segments with the highest potential value and alignment with The Florida Keys' unique offerings.
- Measure VFK production and influence, and capture "sales effort" data and activity for individual employees, the Sales Department, and the entire VFK staff.
- Focus on high-yield markets with direct flights to Miami/Fort Lauderdale (UK, Canada, France, Germany, Brazil).
- Target secondary markets with strong interest in marine activities, land-based recreation, and ecotourism.
- Conduct targeted FAM trips for pre-qualified segments and planners.

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- Establish presence at key international travel trade shows (including but not limited to: ITB Berlin, WTM London, IFTM, WTM Latam).
- Partner with luxury concierge services like Quintessentially or Abercrombie & Kent to include The Florida Keys in their curated travel portfolios.
- Create alliances with industry associations (MPI, SITE, FSAE).
- Collaborate with the Key West Business Guild and other partners to promote signature events and LGBTQ+-friendly accommodations and attractions and reflect these in group and trade itineraries.

PARTNERSHIPS



Events, Trade Shows and Conferences Calendar

October 2025

Name	Date	Location	Team
ILTM North America	October 6-9	Bahamas	Sales
IMEX America	October 7-9	Las Vegas, NY	Sales
Meetings Today Live Incentive/ Corporate	October 19-22	Los Cabos, MX	Sales
Brand USA	October 20-23	London, UK	Sales
IGLTA Global Conv.	October 21-25	Palm Springs, FL	Sales
DI Advocacy Summit	October 21-23	Sacramento, CA	Partnerships & Community Engagement
Austin Film Festival	October 23-30	Austin, TX	Film Commission
Travel Agency Owners Forum	October 25-30	Willikies, Antigua	Sales
Florida Keys Marine Science Conference & Workshop	October 27-30	Coral Springs, FL	Partnerships & Community Engagement
Ft. Lauderdale International Boat Show	October 29-November 2	Ft. Lauderdale, FL	Sales, Marketing
Canadian Sales Mission, LMA	October	Montreal, Toronto	Sales
Latam Sales Mission	October	Brazil, Argentina	Sales

November 2025

Name	Date	Location	Team
Sapphic St. Petersburg	November 1-9	St. Petersburg, FL	Sales
WTM	November 4-6	London, UK	Sales
Destinations Florida Annual Meeting	November 5-7	Fort Walton Beach, FL	Marketing & Communications
Palm Springs Pride	November 6-9	Palm Springs, CA	Partnerships & Community Engagement
Signature Travel Conference	November 10-13	Las Vegas, NV	Sales
American Film Market	November 11-16	Los Angeles, CA	Film Commission
Threads 2025 - AAA TA Conv.	November 17-18	Providence, RI	Sales

December 2025

Name	Date	Location	Team
Content	December 1-4	London, UK	Film Commission
FOCUS	December 8-9	London, UK	Film Commission
CCRA Chicago Chapter	December 9-12	Chicago, IL	Sales
ASTA Regional Event	December 10	Seattle, WA	Sales
Smart Meetings incentive	December	TBD	Sales
Northeast Sales Mission	December	TBD	Sales
Destinations International Board Retreat	December	TBD	Leadership

January 2026

Name	Date	Location	Team
Vakantiebeurs	January 8-11	Utrecht, the Netherlands	Sales
Seattle TAS MAIN Sale	January 10-11	Seattle, WA	Sales
Seattle TAS- DIVE	January 10-11	Seattle, WA	Sales
Washington D.C. TAS with FAMTAS and LGBT booth	January 17-18	Washington, D.C.	Sales
IMM	January 21-22	New York, NY	Marketing & Communications
Sundance Film Festival	January 22 - February 1	Park City, UT	Film Commission
FITUR- trade show and pre show event/presentation	January 22-26	Madrid, Spain	Sales
New York TAS with Dest theater and FAM TAS and LGBT Booth	January 24-25	New York, NY	Sales
CDME Board Retreat	January	TBD	Leadership

Events, Tradeshows and Conferences Calendar

February 2026

Name	Date	Location	Team
Florida Encounter & Huddle	February 2-4	Orlando, FL	Marketing & Communications; Sales
TTRA Marketing Outlook Forum	February 2-6	Charlotte, NC	Marketing & Communications
Realscreen/NAPTE	February 2-6	Miami, FL	Film Commission
IPEC	February 4-6	Phoenix, AZ	Sales
Berlin European Film Market (EFM)	February 11-18	Berlin, Germany	Film Commission
Chicago TAS and Chicago TAS DIVE	February 21-22	Chicago, IL	Sales
Destinations International Marketing and Communications Summit	February 23-26	Cleveland, OH	Marketing & Communications
ASTA Regional Event	February 24	Austin, TX	Sales
Fort Lauderdale TAS with FAM TAS- Possibly add LGBT booth and Fort Lauderdale TAS DIVE	February 28-March 1	Fort Lauderdale, FL	Sales
Florida Keys Tourism Advocacy Workshop	February	Florida Keys, FL	Partnerships & Community Engagement

March 2026

Name	Date	Location	Team
USA Travel Show Nordics	March 1-3	Denmark	Sales
ITB with LGBT table in LGBT pavilion	March 4-6	Berlin, Germany	Sales
Los Angeles TAS	March 7-8	Long Beach, CA	Sales
SXSW (South by Southwest)	March 12-28	Austin TX	Film Commission
Bay Area TAS	March 21-22	Santa Clara, CA	Sales
Beneath the Sea	March 27-29	Secaucus, NJ	Sales
Travel & Outdoor Adv show	March 28-29	Montreal, Canada	Sales
Dallas TAS	March 28-29	Dallas, TX	Sales
Florida Keys Days	March	Tallahassee, FL	Partnerships & Community Engagement; Marketing & Communications
Italy Showcase and presentations	March	Italy	Sales
Florida Tourism Day	March	Tallahassee, FL	Marketing & Communications; Partnerships & Community Engagement
Destinations International CEO Summit	March 30 - April 1	Newport Beach, CA	Leadership

April 2026

Name	Date	Location	Team
Phoenix Pride	April 1-6	Phoenix, AZ	Partnerships & Community Engagement
LA Mission/AFCI	April 7-11	Los Angeles, CA	Film Commission
Denver TAS MAIN and DIVE	April 11-12	Denver, CO	Sales
U.S. Travel's Destination Capitol Hill	April 14-15	Washington D.C.	Marketing & Communications
WTM Latam- Pre Show Event and Presentations	April 14-16	Sao Paulo, Brazil	Sales
Sunscreen Film Festival	April 30-May 3	St. Pete, FL	Film Commission
South Florida Film Fourm	April	Dania Beach, FL	Film Commission
eTourism Summit	April	TBD	Marketing & Communications / Partnerships & Community Engagement



Events, Tradeshows and Conferences Calendar

May 2026

Name	Date	Location	Team
U.S. Travel Association's National Travel & Tourism Week	May 4-10	Florida Keys	Partnerships & Community Engagement
Film Florida Annual Meeting	May 6-7	Ft. Lauderdale, FL	Film Commission
Travel Agent Forum	May 12-15	Las Vegas, NV	Sales
Cannes Film Festival	May 12-20	Cannes, France	Film Commission
Destinations Florida Marketing Summit	May 13-15	Bradenton, FL	Marketing & Communications
IPW	May 17-21	Fort Lauderdale, FL	Marketing & Communications / Partnerships & Community Engagement / Sales
Scuba Show	May 30-31	Long Beach, CA	Sales
GMITE or ULTRA SUMMIT	May	TBD	Sales
ASTA South Florida Regional	May	Ft Lauderdale, FL	Sales

June 2026

Name	Date	Location	Team
TriBeCa Film Festival	June 3-14	New York, NY	Film Commission
Scuba Show	June 6-7	Atlantic City, NJ	Sales
PRSA Travel & Tourism Conference	June 7-10	Albuquerque, NM	Marketing & Communications
Incentive Live	June 21-23	Boca Raton, FL	Sales
Travel & Tourism Research Assn	June	TBD	Partnerships & Community Engagement
French Sales Mission plus presentation (NAAR)	June	France	Sales
Romance Travel Forum	June	TBD	Sales
BeNeLux Sales Mission	June	TBD	Sales

July 2026

Name	Date	Location	Team
World Pride	July 25-Aug 8	Amsterdam, The Netherlands	Sales
Miami Film & Media Market	July	Miami, FL	Film Commission
Destination International Annual Convention	July	TBD	Marketing & Communications / Partnerships & Community Engagement
UK/Ireland sales Mission	July	UK/Ireland	Sales
LGBT Sales Mission	July	TBD	Sales
ASTA Regional Event	July	TBD	Sales
U.S. Travel Association Summer Board Meeting	July	TBD	Leadership

August 2026

Name	Date	Location	Team
Chicago Market Days	August 9-10	Chicago, IL	Sales
ESTO	August 20-23	TBD	Marketing & Communications / Partnerships & Community Engagement
Virtuoso Travel Week	August	Las Vegas, NV	Sales
Destination Southeast	August	TBD	Sales
Connect Marketplace	August	TBD	Sales
VISIT FLORIDA: Florida Governor's Conference on Tourism	August	TBD	Marketing & Communications / Partnerships & Community Engagement / Sales

September 2026

Name	Date	Location	Team
Toronto Film Festival	September 3-10	Toronto, Canada	Film Commission
IFTM	September	Paris, France	Sales
ASTA Great Lakes Regional Meeting	September	Detroit, MI	Sales
Skift Global Forum	September	TBD	Leadership

Boost Partnership and Community Engagement

Goals

- Foster transparent, two-way communication between VFK and the community to build trust and mutual understanding, emphasizing the value of tourism.
- Refresh the events and capital grants program to make it more impactful for recipients while aligning with community needs.
- Create visitor education programs that align with the destination's sustainability and community goals.
- Build on The Florida Keys' music scene and events to create new opportunities for tourism growth and enhance visitor experiences.
- Strengthen partnerships with all the Chambers of Commerce, including the Key Largo Chamber of Commerce, the Islamorada Chamber of Commerce, the Greater Marathon Chamber of Commerce, the Lower Keys Chamber of Commerce, and the Key West Chamber of Commerce.
- Additionally, bolster partnerships with the Key West Business Guild, the Lodging Association of the Florida Keys and Key West, the Key West Attractions Association, the Florida Restaurant and Lodging Association (FRLA) and the Rotary clubs throughout Monroe County including those of Key West, Key Largo, the Upper Keys, Marathon, Big Pine & the Lower Keys, and the Key West Sunrise Rotary Club, Leadership Monroe, along with all local government entities.

Tactics

- Develop a resident-first communication and education campaign using storytelling to spotlight how tourism positively impacts their daily lives.
- Partner with local media to publish regular features, highlighting stories of local businesses thriving because of visitor dollars.
- Create tourism impact graphics to highlight measurable benefits, like job creation and infrastructure investments, and share them through newsletters and social media.

- Create a public dashboard tracking TDC-funded projects, economic impact and sustainability efforts.
- Redesign the grant application process with community input to ensure alignment with local priorities.
- Reimagine the umbrella and committees to be more streamlined and cost-efficient (i.e., bring Cultural Umbrella in-house and expand Dive to include Ecotourism).
- Educate residents and stakeholders on the principles of destination stewardship, highlighting its importance in sustaining the local tourism economy and its relevance as a key consideration in grant funding decisions.
- Initiate a front-line worker education and ambassador program for tourism professionals in The Florida Keys.
- Develop a visitor-facing marketing and outreach campaign focused on responsible behavior, including leave-no-trace principles, wildlife interaction guidelines and community respect tips.
- Utilize Visit Florida Keys channels to promote upcoming events, highlight local talent and share itineraries tailored to music fans.
- Create a more robust events calendar.
- Utilize geofencing and polygons to track visitor impact and movement, while enabling targeted post-event marketing and re-engagement.
- Send staff to attend stakeholder and chamber events throughout The Florida Keys.

OUR TEAM



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PARTNERSHIPS



Ensure Financial Accountability & Organizational Transparency

Goals

- Produce every item required in Monroe County's Scope of Services with VFK listed under "Documentation Checklist for Compliance."
- Ensure Visit Florida Keys complies with all financial and budgetary requirements by adhering to Monroe County ordinances and Florida state statutes, Governmental Accounting Standards Board (GASB) best practices.
- Work closely with Monroe County OMB, Clerk, and County Attorney offices to ensure all standards are being met, including annual financial and operational audits.
- Ensure proper governance and open communication for all TDC and DAC meetings.
- Work toward achieving accreditation through Destinations International's Destination Marketing Accreditation Program (DMAP).
- Provide management of all human resource functions to ensure a satisfying and productive work environment.

- Round out the finance and administration team by hiring a comptroller and dedicated human resources team to enhance financial and operational efficiency.
- Ensure regular reporting on the previously published Risk Assessment and adhere to Florida Ethics Institute (FEI) Recommendations for Enhanced Governance and Compliance.

Tactics

- Assign every item required in Monroe County's Scope of Services with VFK listed under "Documentation Checklist for Compliance" to senior staff members to ensure expectations are met, and create a spreadsheet with links to each of the items. (Link to Addendum #3 listed at the end).
- Update and continue implementing VFK Personnel Policy and Procedure Manual to align with ethical standards.
- Establish a framework for documenting and implementing the Conflict-of-Interest Policy for employees, vendors, and board members, including mandatory disclosures for vendors and contractors.

- Provide an Ethics and Compliance Training Program for employees and board members, with onboarding training within 30 days and ethics training within 90 days of new positions.
- Maintain compliance with all Florida Sunshine Law requirements, and adhere to the disclosure of information records section to strengthen compliance with Florida public records requirements and Visit Florida Keys agreement, while training employees on public records requirements.
- Produce and distribute an annual Visit Florida Keys budget that reflects the strategic and tactical needs of the organization.
- Produce timely and accurate organizational financial statements for board & management review, allowing for actionable decisions based on economic trends. Include monthly Four Penny reports.
- Advance the DMAP accreditation process to reinforce Visit Florida Keys'

- commitment to industry excellence, transparency and accountability.
- Utilize human resources best practices across the organization.
- Provide employees with training opportunities that are relevant to the needs of the organization, encourage professional development through programs like Destinations International's Professional in Destination Management (PDM) or Certified Destination Management Executive (CDME), and coordinate a strategic planning retreat for employees.
- Optimize the BAMBOO HRIS system for resource planning and team communication.
- Join and maintain active memberships in the following tourism organizations including but not limited to U.S. Travel Association, VISIT FLORIDA, Brand USA, Destinations International.
- Participate in boards and committees to gain first-hand experience with other DMOs and stakeholders on strategic tourism initiatives.

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Enhance Partnerships Through Digital Technology and Website Design

Goals

- Launch & enhance a new destination website for travelers (VisitFloridaKeys.com, target 7.2 million annual visits) and affiliated microsites/portals for tourism partners, travel trade, and local stakeholders.
- Expand the Visit Florida Keys database/CRM to 2000+ tourism businesses and organizations throughout The Keys to be used for website listings, cooperative initiatives, and ongoing partner communications.
- Execute effective stakeholder communication efforts through regular, planned email sends.
- Ensure online events calendar is optimized and designed to promote events throughout The Florida Keys.
- Use AI and advanced technology to interact with visitors including showcasing the range of activities and businesses offered in The Florida Keys and educate guests on how to visit responsibly.
- Collaborate with VFK departments to enhance website functionality for all lines of business and microsites.

Tactics

- Work with internal staff and external partners to develop a user-friendly website that integrates: CRM, CMS and booking integration.
- Implement a robust SEO program, ADA-compliant design, translated content and mobile optimization to maximize accessibility and performance.
- Integrate website advertising and email marketing solutions, including launching an RFP for website advertising services and aligning efforts for co-op marketing with the VFK marketing department.
- Launch and optimize the use of cutting-edge technology including artificial intelligence (AI) and augmented reality (AR) for interactive and engaging visitor experiences.
- Drive all potential visitors exposed to our advertising to the VisitFloridaKeys.com website for planning, and stay current on TDC research and initiatives, ultimately, bookings.
- Measure lodging referrals to stakeholder booking engines and websites.
- Expand and optimize the website calendar of events to become a centralized resource for visitors and the community.

- Employ e-newsletters and communications designed for segments including TDC leadership (BOCC, Board DACs and committees), tourism industry stakeholders, residents of Monroe County.
- Design and implement an email drip campaign designed to communicate with visitors to The Florida Keys.
- Engage web users with content balancing practical destination insight and resources with more aspirational content.
- Create a new digital travel trade training experience (Key Lime Academy) to educate and drive consistent engagement with travel professionals and meeting planners in support of sales initiatives & goals.
- Help the VFK film department redesign FilmFloridaKeys.com.
- Ensure webcams have maximum visibility on VisitFloridaKeys.com.

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OUR AGENCY PARTNER - **MMGY GLOBAL**



Communicate Effectively through Public Relations, the Florida Keys News Bureau and Crisis Communications

Goals

- Partner with the public relations agency to expand reach and impact in target publications through curated pitches, influencer collaborations, and media missions. Expand key media market relationships to increase coverage across top and emerging markets.
- Through the Florida Keys News Bureau, enhance the visibility of the Florida Keys and its signature events through in-house news package development and distribution to regional, national, and international media channels.
- Showcase the Florida Keys as a destination for above-and-beyond experiences in music, events, food and dining, art and culture, wellness, weddings, fishing, diving, and eco-tourism in domestic and international markets.
- Promote responsible travel and environmental stewardship in The Florida Keys.

- Maintain a proactive and collaborative crisis communications program including hosting the annual Hurricane Preparedness Workshop to align tourism industry partners with emergency protocols and communication plans.
- Collaborate with VISIT FLORIDA, industry associations, and peer DMOs to amplify media impact and resource sharing.
- Launch a comprehensive media monitoring and analytics program to measure impact, guide strategy, and track earned media performance.

Tactics

- Manage daily public relations activities, including content creation, media relations and crisis communication in-house, ensuring alignment with the Visit Florida Keys strategic goals.
- Elevate the destination's earned media efforts by integrating travel trends, refining media targeting, and strengthening relationships with high-value journalists and outlets.

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- Inspire visitors to travel more mindfully through the “Connect & Protect” program showcasing the destination’s eco-experiences and sustainability initiatives.
- Evolve the “Stewards of the Keys” profiles to highlight the community working to protect the natural and cultural environment.
- Highlight the Keys’ rich music culture by pitching stories that tie together its historic role as a haven for songwriters and performers, its thriving live music scene, and its signature concerts and events.
- Create new messaging around wellness to focus on what sets the Keys apart, such as ocean immersion, sunset rituals, outdoor activities, and local wellness-minded businesses.
- Host targeted “Keys Cuisine” media visits that immerse journalists in the Keys’ culinary landscape. Itineraries can include experiences such as food tours, cooking classes, and conversations with local chefs.
- Target niche media verticals including culinary, music, art, LGBTQ+, wellness, and outdoor adventure with customized pitches that reflect the Keys’ layered experiences.
- Leverage timely events, cultural milestones, and high-profile platforms to generate media interest and consumer engagement such as America 250, FIFA World Cup 2026, IPW 2026 Fort Lauderdale, boat shows in Miami, Fort Lauderdale and Tampa, food festivals like South Beach Wine & Food Festival and LGBTQ+ events like Pride.
- Execute targeted outreach initiatives, including market visits and personalized media engagement, to build lasting editorial relationships and drive destination storytelling.
- Develop and maintain a comprehensive editorial calendar mapping annual events, seasonal activities, and recurring programs for proactive planning and resource coordination.
- Create customized pitch angles tailored to each market’s audience interests and editorial focus.
- Establish a standardized monthly reporting format highlighting coverage volume, earned media value, geographic reach, and messaging effectiveness.
- Create location-based content packages tailored to each district of the Florida Keys, along with themed packages focused on underwater environments, fishing, diving, and cultural storytelling.
- Upload all newly created media assets into the Digital Asset Management (DAM) system for organized, efficient cross-platform distribution.
- Review and update the crisis communications plan each year to reflect new protocols, contact changes, and best practices.
- Build and maintain strong working relationships with crisis partners, including Monroe County Emergency Management, the National Hurricane Center, and the National Weather Service.
- Coordinate with organizations like VISIT FLORIDA to host media visits, leveraging their resources to identify high-value journalists and influencers and facilitate familiarization trips.
- Actively participate in Destinations International, US Travel Association, PRSA and SATW to share best practices and collaborate on initiatives that enhance The Keys’ PR efforts.
- Enhance systematic news gathering and real-time content distribution across all districts to ensure consistent, high-impact media coverage that aligns with tourism priorities.
- Hire external skilled professionals for writing, photography, videography, and aerials to support efforts and ensure a consistent content pipeline and news gathering.

OUR AGENCY PARTNER - **TURNER PR**

Continued

- Review and update the crisis communications plan each year to reflect new protocols, contact changes, and best practices.
- Build and maintain strong working relationships with crisis partners, including Monroe County Emergency Management, the National Hurricane Center, and the National Weather Service.
- Coordinate with organizations like VISIT FLORIDA to host media visits, leveraging their resources to identify high-value journalists and influencers and facilitate familiarization trips.
- Actively participate in Destinations International, US Travel Association, PRSA and SATW to share best practices and collaborate on initiatives that enhance The Keys' PR efforts.
- Hire external skilled professionals for writing, photography, videography, and aerials to support efforts and ensure a consistent content pipeline and news gathering.
- Ensure webcams have maximum visibility on VisitFloridaKeys.com

Expand Reach through Movies, Film & Television

Goals

- Establish strategic industry relationships and generate qualified production leads through targeted trade show engagement and industry events.
- Manage production requests and create a streamlined housing coordination system.
- Complete a comprehensive economic impact analysis to quantify the production industry's value and guide future strategy.
- Design a plan to launch the Florida Keys Film Incentive Program to drive destination exposure through strategic production partnerships.
- Design a plan to refresh FilmFloridaKeys.com as a mobile-first production hub that streamlines services, showcases marine advantages, and drives qualified leads.
- Manage production requests, create a streamlined housing coordination system, and update location database of video b-roll reels.

Tactics

- Leverage partnerships with Miami-Dade and Broward Film, Film Florida, and Film USA offices to maximize trade show ROI through cost-sharing, regional branding, and coordinated industry outreach.
- Partner with the VFK sales team to develop a centralized housing request process that connects productions with lodging providers through the existing hotel network.
- Partner with the VFK research department to evaluate the financial and marketing impact of major productions filmed in the Keys.
- Design a plan to develop a competitive marketing partnership grant system for qualifying film and television projects using a pilot incentive program supporting productions with strong destination branding potential.
- Partner with the VFK website team to design a plan to transform FilmFloridaKeys.com from a static brochure into an interactive production toolkit.
- Hire a photographer, videographer, and Drone pilot to update the location database and provide 4 K b-roll.



Florida Keys News Bureau Event Coverage Calendar

Planned events are as follows and this list is subject to change. Event social media coverage is planned separately.

October 2025

Name	Date	Location	DAC
Zombie Bike Ride	October 25	Key West	DAC I
Pet Masquerade	October 27	Key West	DAC I
Underwater Pumpkin Carving	October 29	Key Largo	DAC V
Locals Parade	October 30	Key West	DAC I
Fantasy Festival Parade	October 31	Key West	DAC I

November 2025

Name	Date	Location	DAC
Stone Crab Eating Contest	November 7	Marathon	DAC II
Hurricane Flag Burning	November 30	Key West	DAC I

December 2025

Name	Date	Location	DAC
Key Largo Bridge Run	December 6	Key Largo	DAC V
Underwater Santa	December 20	Key Largo	DAC V
Key West New Year's Eve Drag Queen Drop	December 31	Key West	DAC I

January - February 2026

Name	Date	Location	DAC
Orangebowl Swim Classic	January 3	Florida Largo	DAC V
Wounded Warrior Ride	January 7	Marathon	DAC III
Weinerpalooza	January 21	Key West	DAC I
Groundhog Conch	February 2	Marathon	DAC III
President's Day - Little White House	February 14	Key West	DAC I

March - April 2026

Name	Date	Location	DAC
Conch Shell Blowing Contest	March 8	Key West	DAC I
Underwater Easter Bunny	April 4	Key Largo	DAC V
7 Mile Bridge Run	April 11	Marathon	DAC III
Cow Key Bridge Run	April 19	Stock Island	DAC II
Earth Day (Turtle Release)	April 22	Marathon	DAC III
Drag Race	April 26	Key West	DAC I

May 2026

Name	Date	Location	DAC
Minimal Regatta	May 24	Key West	DAC I

July - September 2026

Name	Date	Location	DAC
Key Lime Pie Eating Contest	July 4	Key West	DAC I
Underwater Music Festival	July 11	Looe Key	DAC II
Hemingway Look-alike	July 23-25	Key West	DAC I
Lobster Mini Season Safety VNR	July 28	Islamorada	DAC IV
Tour De Turtles	August 1	Marathon	DAC III
Just A Few Friends	September 1	Key West	DAC I
Alligator Lighthouse Swim	September 5	Islamorada	DAC IV

Tell Vivid Stories through Interactive Social Media & Webcams

Goals

- Maintain a best-in-class social media program that drives engagement, brand affinity and visitor inspiration for The Florida Keys.
- Boost engagement to maximize reach across all social channels.
- Reinforce organic social messaging with strategic paid social support.
- Provide organic social media support for public relations, marketing, and sales teams' activations.
- Expand destination visibility and inspire travel by leveraging a strategic social media influencer program that authentically showcases the destination.
- Maintain webcams throughout The Florida Keys.
- Highlight influencer content and other user generated content for travel-inspired stories from the eyes of the visitor. Explore platforms for UGC digital asset sourcing and management.
- Monitor KPIs and optimize the program for follower growth, engagement rates, website referrals and reach.
- Continue a consistent posting cadence for each platform based on audience insights, ensuring a steady flow of engaging and inspirational content.
- Continue to use a combination of agency and in-house staff to create visually captivating posts and reels that showcase the Keys' natural beauty, culinary delights and cultural experiences to inspire travelers in the early stages of trip planning and engage past travelers.

Tactics

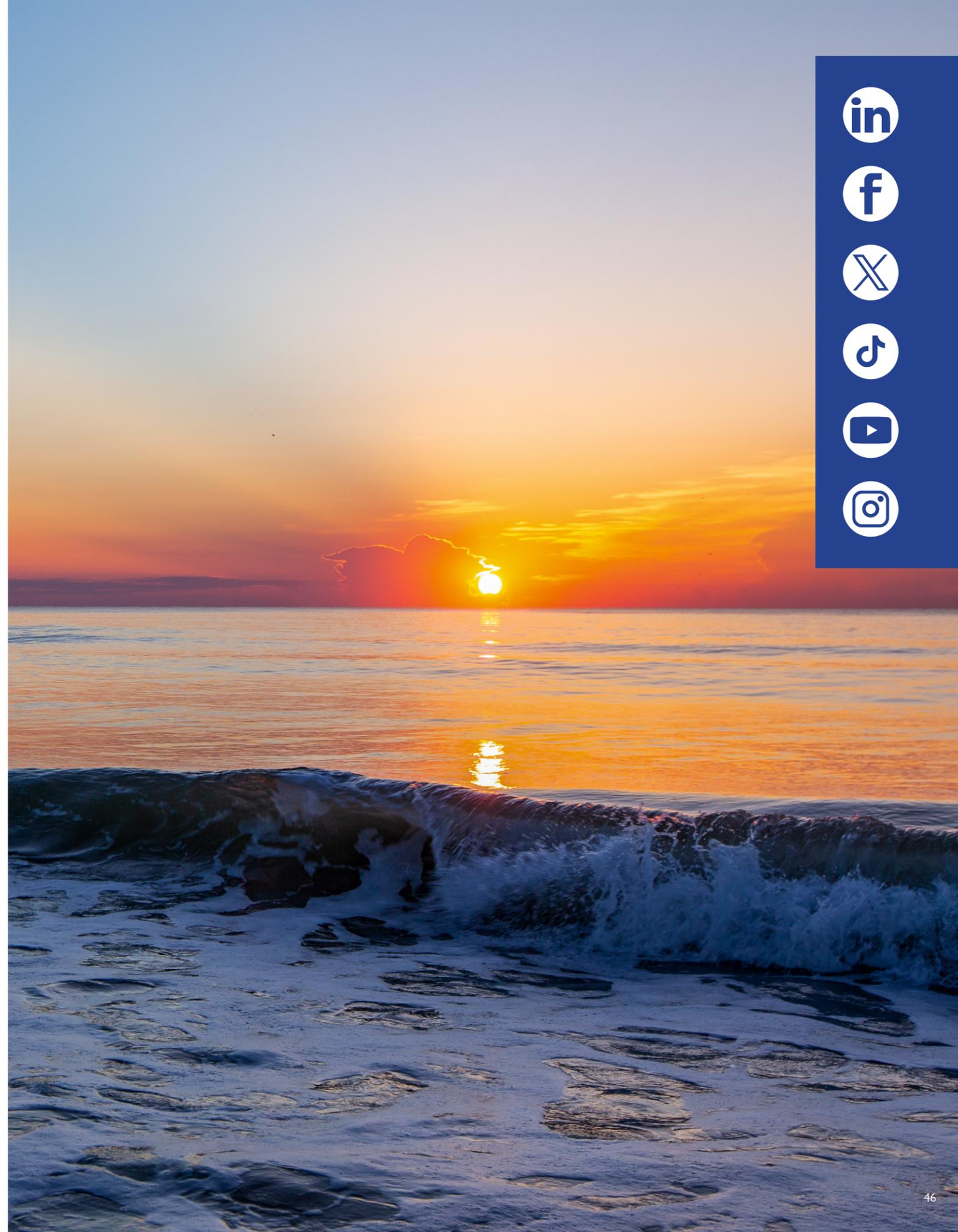
- Strengthen the social media and webcam program with in-house and agency support to deliver high-quality, on-brand content and real-time engagement across all major platforms including Instagram, Facebook, X, TikTok, YouTube and LinkedIn platforms.
- Use paid social media to target key demographics based on lifestyle preferences, promote key events that drive overnight visitation, and showcase the unique qualities of each community in Monroe County.
- Provide on-the-ground support for PR activations and select FAM tours, for both public-facing and behind-the-scenes storytelling.
- Activate a curated mix of direct influencer partnerships, VISIT FLORIDA collaborations, and media partner activations to highlight the region's unique experiences through trusted, high-reach content creators.

THE TEAM



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OUR AGENCY PARTNER - **OVERSEAS MEDIA GROUP**



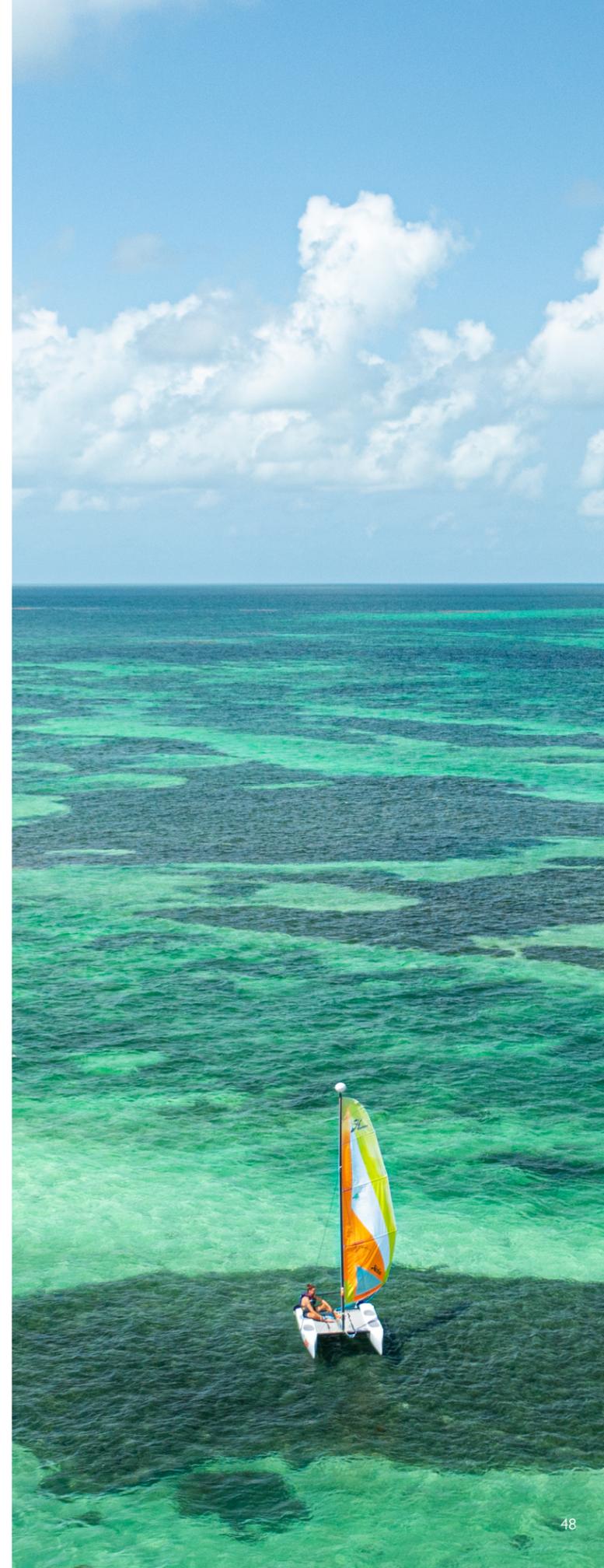
Produce Advertising that Delivers through Strategic Paid Media Campaigns

Goals

- Continue building a best-in-class, measurable and inclusive advertising program, with a focus on high ROI and continual optimization.
- Maintain a strong advertising presence in key domestic markets, with always-on tactics, supplemented by campaigns to support need periods and special initiatives.
- Establish a refreshed, unified brand for The Florida Keys that resonates with target audiences and reflects stakeholder feedback.
- Mine the destination's authentic stories to create compelling assets and to develop collateral, digital experiences and activations to differentiate The Florida Keys from competing destinations.
- Reinforce sustainability as a core value in destination management and marketing.
- Strengthen international market presence through a strategic advertising approach and partnership participation.
- Expand reach in the Groups and Meetings segment with enhanced campaigns, custom content, trade show and event participation, and partnership opportunities with industry leaders.
- Implement a comprehensive Leisure and Group co-op advertising program, providing cost-effective marketing opportunities for our partners.
- Increase awareness by leveraging significant national and international events and designations.

Tactics

- Prioritize media buys in high-performing domestic markets and expand through investment to tertiary markets.
- Invest in campaigns targeting Florida's drive markets.
- Use data to inform media placements, focusing on all points along the customer journey.
- Invest in programs that deliver unique audience, format and content creation opportunities, such as streaming radio, podcasts, paid advertorial and media partner email programs that deliver custom content and increase Visit Florida Key's contact list size and quality.
- Leverage partnerships with online travel agents (OTAs) such as Expedia, Hopper and TravelZoo to target domestic leisure travelers through co-op campaigns.
- Develop unique storytelling campaigns, focusing on the creation of video content in vertical, long and short formats. Topics include sustainability efforts, food/dining experiences, The Keys' history, watersports/boating and music.
- Increase and optimize the fishing paid media program. Create a baseline for media results to inform future media investments and programming.
- Launch an approach to promoting ecotourism in The Florida Keys, including a responsible traveler campaign and educational materials. Incorporate sustainability-focused themes and facts in content and continue to explore sustainable marketing programs for future efforts.
- Develop and implement a comprehensive new brand architecture to expand destination awareness, ensuring alignment across all marketing channels, leveraging insights from the Strategic Plan process, learnings from the Longwoods International Brand Health and Image Assessment and tests with leisure travelers.
- Execute a photo and video shoot to capture new assets needed as a result of brand research and creative testing.
- Develop creative that resonates with the new brand direction and newly developed personas along their customer journeys.
- Partner with paid media outlets with paid takeovers and in-person, out-of-market events that will deliver global earned media exposure, including ticketed events, strategic blitzing efforts and brand activations.
- Partner with travel trade organizations and tour operators in international markets during travel trade shows such as World Travel Market (London), ITB (Berlin) and inaugural ITB Americas to promote The Florida Keys.
- Develop an advertising program in top international markets, partnering with Visit Florida, Brand USA and international agency partners to amplify campaigns through their established networks and media platforms.
- Partner with CVENT to promote The Florida Keys as a premier destination for meetings, events and incentive travel to highlight venue offerings and services to group travel planners.



Continued

- Maintain strong advertising presence in Group/ Meetings media outlets and trade show media programs that can feature the unique aspects of meetings in The Florida Keys.
- Create custom content showcasing meeting venues, outdoor event spaces and team-building activities unique to The Florida Keys.
- Track performance of marketing channels through an Integrated Dashboard.
- Create and update a diverse collateral library tailored to key audiences.
- Provide cost-effective marketing opportunities for our partners through a comprehensive co-op advertising program for leisure (domestic and international), travel trade and, meetings and groups in top-tier media outlets.
- Include co-op advertising programs for specific sectors, such as DACs, diving & ecotourism, and cultural tourism.
- Align with the world-class and internationally recognized events driving regional domestic and US visitation to increase visibility of The Florida Keys, such as FIFA World Cup and America 250. Leverage partnerships such as Brand USA, US Travel Association and Destinations International to align with major campaign efforts.
- Establish an integrated marketing/communications presence at the Fort Lauderdale International Boat Show (FLIBS) through sales booth activation and media partnerships.
- Leverage the presence of the 2026 IPW Conference in Fort Lauderdale for increased visibility through partnership opportunities, activations or FAMs arranged pre- or post-event for delegates to the trade show.
- Invest in world-renowned designations that elevate and celebrate The Keys' cultural and culinary offerings on the world stage, including a partnership with UNESCO to help Key West achieve designation as a UNESCO Global Creative City and a partnership with the Michelin Guide to explore the possibility of recognition for The Florida Keys' unique culinary offerings.

OUR TEAM



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