FLORIDA TOURISM
STRONG
RECOVERY
MARKETPLACE

DESTINATIONS
FLORIDA
Miles Partnership, along with our industry partners, has created a resource center with essential insights and recommendations for DMOs and tourism organizations. Find clear, timely answers to questions about COVID-19 and travel and tourism.

**Data Tracking**

Miles is curating critical data points from the industry’s leading research and data providers, including UberMedia, Longwoods International, Destination Analysts, SparkLoft, ADARA and others, to convey the impact of COVID-19 on the travel industry. [View the data points.](#)

**Curated Insights**

Our team of travel experts is developing new content each week to help support messaging, marketing and recovery efforts. Blog posts, best practice guidelines, tips, how-to resources, case studies and additional resources are available. [View our insights.](#)

**Webinars**

The Clarity in a Time of Crisis webinar series highlights the latest research and insights from industry leaders on COVID-19 and tourism, providing thoughtful, fact-based information and recommendations. Join us for this special edition webinar series on Tuesdays at 3pm ET. [Register here.](#)
GAIN PERSPECTIVE
Madden is committed to providing valuable tools and resources as part of a comprehensive recovery plan to gain insight and perspective on the impact of COVID-19 to your destination, and the insights to know when to move into activation mode.

Leveraging our partnership with UberMedia—a mobile-ID data analytics company that provides location-based behavioral information and analytical insights—we have worked to create a series of visitation reports that can help monitor current visitation trends to your destination prior to and throughout the course of this event.

WHY IT’S IMPORTANT NOW
This quantitative analysis can help tell the story of the impact of the virus, as well as help to forecast recovery. These reports provide:

- Historical visitation data to directly compare average visitation against the impact of COVID-19 visitation on the destination.
- Understanding of visitation trends in real time
- Understanding of how origin markets are changing in real time
- Ability to understand granular trends and react quickly as travel begins
- Ability to market to people and lookalike audiences of those still visiting points of interest

Click the image below to learn more about how we’re adapting our clients’ marketing plans in light of COVID-19:

PROTECT. PLAN. RECOVER
#TourismStrong

NURTURE WARM LEADS
Now more than ever, it’s imperative that our marketing efforts are only directed towards those who have shown interest in your destination. By shifting to a remarketing focus, we can remain sensitive to current events and avoid advertising when inappropriate. Remarketing allows us to reach VISITFLORIDA.com site visitors who have demonstrated interest in a Florida vacation. With tailored messages that express enthusiasm to welcome travelers again in the future, you can remain on the mind of future visitors.

Madden is proud to offer an exclusive VISIT FLORIDA Marketing Partner opportunity to remarket visitors from VISITFLORIDA.com and our experts are here to help you every step of the way with complete campaign management.

DANAH HEYE
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dheyemaddenmedia.com
COVID-19 IMPACT ON VACATION RENTALS

With over 170,000 direct vacation rental listings and millions of listings from online travel agencies, Key Data Dashboard is tracking COVID-19 impacts on Florida’s vacation rental industry in real-time. Our reports have recently featured Florida Tourism Impacts, Spring Break Booking Activity and much more. Regional reports are available and provide insight into occupancy, bookings by day along with other data to assist your tourism organization with monitoring real-time impacts to vacation rentals in your market.

We know how incredibly hard COVID-19 is hitting the global economy, and the tourism industry to be exact. At Key Data, we are about helping destinations and tourism organizations get the most out of their destinations at all times. Whether you are an existing customer or just now beginning to search for a real-time vacation rental data provider, please know we’re here for you.

View Virus Impacts Page »
KEY DATA DASHBOARD offers the industry’s only electronically integrated data exchange with vacation rental and resort reservation platforms. Direct integrations deliver TRUSTED reservations metrics to our DMO partners in real time, seamlessly and instantly. Coming straight from the source, you know it’s ACCURATE and CURRENT - updated no more than six hours ago.

**FEEDER MARKET INTELLIGENCE**
Revenue and feeder heat maps identify where your guests are coming from and which markets are growing fastest, allowing you to allocate resources when and where you see opportunity in real time.

**PERFORMANCE ANALYSIS**
Key Data provides instant analysis and pacing charts of your destination, detailing current and future performance with the same day last year.

**SUB-MARKET PERFORMANCE TRENDS**
Granular maps reveal trends, highlighting which submarkets are performing best and which need attention so you can adjust your market campaign spending on the fly.

**INTELLIGENT SUPPLY DATA**
Key Data now provides granular Airbnb and VRBO data, allowing for much deeper insight into the impacts and opportunities relevant to your market’s vacation rentals.

Data to help your destination **recover**.

KEYDATADASHBOARD.COM

DMO@KEYDATADASHBOARD.COM
Continuing to tell the stories of our lives. And we will be here when you are ready to tell yours.

As you navigate these challenging times, your partners at the Atlanta Journal-Constitution are committed to supporting you and helping inform your plans for recovery.

To better understand who is currently visiting your website, we’re offering a complimentary audience analysis, including:

- Media consumption
- Personal values
- Brand affinities
- Shopping habits

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Our concern, compassion, and support goes out to all of our partners in the travel industry who are feeling the impact of this COVID-19 pandemic—personally and professionally.

With this in mind, we’ve set up a task force conducting continuous research to provide trustworthy information and insights that we have on COVID-19. 

**We want to help you understand what we are seeing across the travel industry,** share ideas for how you can manage through these challenging times, and set you up for the strongest possible business recovery when the time comes.

In the chart above, you can see that as stricter travel regulations were put in place, there was a sharp decline in searches to Florida. However, the March peak reflects travelers who kept their Spring Break plans.

When looking at future departure months, our data reflects travelers’ continued intent to travel. They may not be booking as quickly, but they have increased interest later this year.
How Can You Respond?

**Invest in customer relationships that will last beyond the crisis** You have a rare opportunity to go above and beyond to help ease your customers' fears, deliver fantastic service, and build strong relationships that will last long after this threat has passed. Proactively share important and helpful information using email, your website, social media, or however you typically connect with customers. Incorporate information about the measures that local hotels and attractions are taking to make premises and services safe for the travel rebound, and how customer inquiries, delays, or cancellations will be handled by partners. Lean on the fact that DMOs are considered a trusted source of information and frequently include travel and virus updates on your website, as well as local openings and closings.

**Stay aware of trends and share your brand’s stories** People are digesting content more than ever before, and they’re doing it while dreaming about travel. eMarketer and Nielsen reported that time spent online and with TV has increased dramatically with the rise in self-quarantine. Consumers now spend 7.3 hours each day on mobile internet, up 20% since January. Live streaming across YouTube, Twitch, Facebook, and Mixer grew by more than 66% in Italy between February 3rd and March 17th. Our data shows travelers are still searching, many with increased interest to book trips later this year. Consider using video, CTV, and social solutions to connect with travelers and emphasize your human side—telling real stories about your destination.

**Get creative and be ready for the recovery** Analyze what's changing and be prepared to reallocate your budget and creatives. Some travel marketers are shifting spend to target only consumers showing stronger intent to travel, others are adjusting to target different markets, and still others are going from a regional or global strategy to a local strategy—finding creative ways to serve the local needs of their communities.

**Support from Sojern**

We want to do anything we can to help, and our COVID-19 task force remains hard at work, analyzing the weekly trends in our [COVID-19 blog series](https://www.sojern.com/blogs/covid-19) and our [COVID-19 webinar series](https://www.sojern.com/webinars/covid-19)—sharing what we see across the travel verticals and regions.

Contact us today at solutions@sojern.com for more information.
At Meredith, our mission has always been to inform, inspire, and entertain our readers.

In this extraordinary and uncertain period, we are, more than ever, dedicated to providing you with honest information, stories of inspiration, and the advice and guidance to help you navigate these turbulent times – and to make your life a little easier.

We recognize the sacrifices and challenges you face, and we want you to know that all of us at Meredith, through each of our magazines and digital properties, are committed to serving your needs at this critical time and beyond. We are especially grateful for the dedication and bravery of the first-responders and the everyday heroes on the front lines of this crisis.

We wish them, you, and your communities continuing health and security.

HOW YOU CAN HELP

Nationwide quarantines are impacting all aspects of life, including blood drives. Patients with a range of serious illnesses continue to need blood every day. Please give.

The American Red Cross has implemented added precautions to help ensure the safety of donors and staff.

Scan here to schedule an appointment

American Red Cross
AAA Members Drive to their Trip Destinations!

In the last 12 months: 85% drove a personal vehicle (car, motorcycle, etc.)** 33% drove a rented vehicle**

- 76% have taken a domestic trip*
- Nearly 40% visited Florida in the last 12 months
- Nearly 30% plan to visit Florida in the next 12 months
- 4.3 Average number of trips for vacation/personal
- Nearly 30% plan to visit Florida in the next 12 months
- 78% plan to book their trips within 6 months or less.

Road Trips

- More than half of AAA Living readers have taken a road trip in the last 12 months.
- Nearly half of these have taken 3 or more.

The 10 Favorite Activities While on A Road Trip

1. Historic Sites
2. Beach
3. Festivals/Special Events
4. Museums
5. Outlet Center/Mall Shopping
6. Wine Tasting/Brewery Tour
7. Zoo or aquarium
8. Theme Parks
9. Sporting Events
10. Kayaking/Stand up Paddle Boarding
When asked what kind of information they would like to have when researching travel destinations and topics, they responded:

- 49% Road Trip Itineraries
- 30% There is enough information available
- 27% Unique Culinary Experiences
- 19% Biking and Hiking Trails
- 16% Accessibility

For more detailed information about the new AAA Living Reader Profile Study or opportunities to reach the members in our territory, please contact:

Michael Eisman for more information: meisman@acg.aaa.com  :  813-289-5931

*of more than 1 days duration in the last 12 months  **adds to more than 100% due to different modes of travel over multiple trips
Destinations Florida’s Partners Support DMOs and Make Our Industry and Legislative Representation Possible

**Diamond Partners**

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Meredith Travel Marketing TripAdvisor

**Silver Partners**

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