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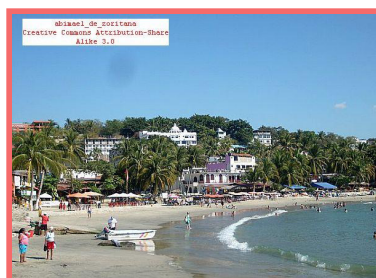
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VISIT FLORIDA Marketing Campaign Hurricane Ian

Recovery National Travel News Winter 2022/23 Trend Magazine Online™

Updated

November 9, 2022



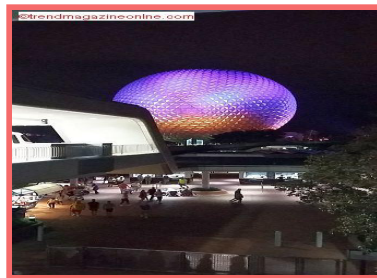
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Marketing Campaign Launched by VISIT FLORIDA for Hurricane Ian Recovery!

TALLAHASSEE, Fla. - **VISIT FLORIDA** announced the launch of a new marketing campaign on **Thursday October 13, 2022**, to promote tourism to the state following **Hurricane Ian** which made landfall on **Sunday September 28, 2022**, at **Cayo Costa** in the **Southwest** portion of the **State**. As impacted communities in **Southwest Florida** recover, the campaign showcased the unaffected areas around the **State** that are open and ready to welcome visitors now. The campaign featured recent footage captured in *14 destinations*, conveying to travelers that the *"Sun's Shining in Florida"*.

Approximately *\$2.7 million-dollars* was allocated for the initial campaign launch, which ran in major **U.S.** origin markets on digital and social platforms through **October 31, 2022**. Tourism is

Florida's No. 1 industry, and contributes billions of dollars to the state's economy every year. As **Florida's** official tourism marketing corporation, **VISIT FLORIDA** plays a vital role in the state's crisis response and recovery efforts, and communicating that **Florida** is open to visitors. From **Miami** to the **Panhandle**, **Florida** is a large, incredibly diverse place that offers unlimited vacation possibilities. **VISIT FLORIDA's** post-storm marketing programs will be key for delivering this message, and ensuring that our state's tourism industry remains strong ahead of the upcoming winter travel season. **VISIT FLORIDA** is also committed to supporting the areas of the state that were most severely impacted by **Hurricane Ian**. A comprehensive recovery package for these areas will be developed in coordination with their local tourism leadership and will be ready for implementation when they are ready to welcome visitors. **Dana Young, VISIT FLORIDA President and CEO** said, *"Tourism is Florida's top economic driver and VISIT FLORIDA is committed to safeguarding our industry. Our marketing programs will help protect Florida's tourism brand and demonstrate to visitors that Florida offers infinite vacation options."*

Greg Cook, VISIT FLORIDA Board Chair, General Manager of The Ritz-Carlton, Amelia Island said, *"Tourism makes a positive impact on every area in Florida, and all Floridians depend on the revenue and jobs it generates. VISIT FLORIDA's new marketing plan will help amplify the message that we are still open for business, and that we stand ready to help our Southwest Florida partners as soon as they are ready."* **John Lai, VISIT FLORIDA Second Vice Chair, President and CEO of Sanibel - Captiva Islands Chamber of Commerce** said, *"As the islands of Sanibel and Captiva recover from the devastation of Hurricane Ian, we are so grateful for VISIT FLORIDA's efforts to protect our tourism economy. This new campaign will let visitors know that Florida is still the No. 1 vacation destination in the world, and will be key for building back our tourism community better than ever."*

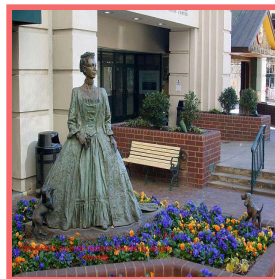
Source: Visit Florida

[^^^Back to Top](#)

[<<<Back To 2022/23 Quarterly Travel News](#)

[<<<Back to Winter 2022/23 Travel Edition](#)

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[^^^Back to Top](#)

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