

VISIT THE FLORIDA KEYS

Starmark TDC Meeting 6.17.25



The
Florida Keys
& Key West
.....



STARMARK UPDATES

First 100 Days

- Hosted roadmap session with VFK team to plan the remainder of fiscal year, and set foundation for FY 25/26
- Established a Digital Asset Management (DAM) system for full access and transparency to multimedia assets
- Managed the transfer of 100TB of files from Tinsley. All hero and alternate image and video assets have been migrated to the VFK DAM.
- Created cloud-based marketing calendar to ensure optimal integration and amplification of priority marketing activities across all teams
- Creating custom dashboards that will allow for 100% transparency on Paid Media results for all Media plans.
- Contributing to the FY25/26 Integrated Marketing Plan



PAID MEDIA PROGRAM

- Built a custom database to track, manage and steward all 9 paid media plans (Brand Awareness, 5 DACs, 3 Umbrellas)
- Worked to secure ownership of paid search and social channels and establishing best in class account structure
- Secured Q3/Q4 media inventory valued at \$8,483,491 and 336,230,340 impressions
- Leveraged media vendor relationships to ensure no disruption in paid media presence in print, digital and broadcast channels
- Coordinated Media Asset Delivery for April & May Paid, inclusive of new digital experiences, partner emails, display, social and print
- Paid Search Click Through Rate (CTR) in May was 12.08%, above industry benchmark of 4.68%
- YouTube campaigns showing strong interaction rate of 80%
- Campaigns on Meta averaged a healthy 2.36% CTR in May, reaching 2.88M visitors and 115K page views at a \$0.40 cost per visitor
- FY25/26 Media Plans
 - High-level plans shared with DACs
 - Media Days underway in preparation for Media Plan submissions to the TDC in July



UPCOMING INITIATIVES

BRAND RESEARCH

Vetting proposals for Brand Health & Image Assessment to inform new Brand Campaign for FY25/26

HOLISTIC REVIEW ALL ASSETS

Full brand deep dive to inform team of what assets the VFK Teams have (imagery/video) and identify gaps for future marketing efforts.

CONTENT MARKETING

A content strategy that includes Personas for our target audiences and User Journeys needed for each Persona to align communications at each stage of the funnel.

SUMMER EVENT PROMOTION

Launching paid media campaigns to drive awareness and bookings for events throughout the Summer.

CULTURE MAGAZINE

Publishing the 2026 edition of the magazine featuring this year's winners, in collaboration with Liz Young and the Cultural Umbrella Committee

BLUE SKY PLANNING

Bluesky brainstorm with the VFK teams to identify future forward ways to promote the destination to stay ahead of competition



NEW PRINT ADVERTORIAL ASSETS

New York Times T. Travel (May)



PHOTO AND POSTED BY
PARTICIPATING ADVERTISERS

THE FLORIDA KEYS

THE ULTIMATE ISLAND ROAD TRIP

Straddling 125 miles off Florida's southern tip, the Florida Keys deliver the perfect mix of adventure, relaxation and natural wonders. Island-hop along scenic shores, discover incredible wildlife and give your senses on the water list.

The journey itself is part of the magic. The Overseas Highway, with its 42 bridges linking the islands, turns a road trip into an unforgettable escape. Turquoise waters stretch for miles on either side, while hidden beaches, lively waterfront cafes and charming island towns offer plenty of reasons to stop and explore along the way.

WILD ENCOUNTERS ON LAND AND SEA

Wildlife lovers will find plenty of opportunities to connect with the outdoors and explore nature while it's exciting that's safe for visitors and extendable alike. In Marathon, visit the Turtle Hospital to see rescued sea turtles up close, then check out Florida Keys Aquarium Encounters, where hands-on exhibits highlight coral reef conservation. On Grass Key, interact with playful dolphins at the Dolphin Research Center.

The ocean itself offers some of the Keys' most thrilling experiences. Reel in a prized catch on a deep-sea fishing trip or glide through mangrove tunnels on a bioluminescence tour, where you'll be surrounded by nature's wonders.

In Key West, step into a tropical wonderland at the Butterfly & Natives Conservatory, where hundreds of butterflies flutter around you. Just north, the National Key Deer Refuge in the Lower Keys provides a rare chance to spot the endangered animal roaming freely.

ICONIC STOPS ALONG THE WAY

The Florida Keys is filled with unforgettable attractions. John Pennekamp Coral Reef State Park in Key Largo showcases the only living coral barrier reef in the continental U.S., best explored by snorkeling, kayaking or a glass-bottom boat tour.

In Key West, hop on the Conch Train Tour for a lively ride through the island's history, then head to Mallory Square, where street performers and artists turn every sunset into a celebration. Other must-see spots include the Ernest Hemingway Home, where prolific writer's famous six-toed cats, and the Southernmost Point, a classic photo op at the farthest tip of the continental U.S.

FRESH FLAVORS & FAMILY FAVORITES

Great food is a highlight of any visit to the Florida Keys, with plenty of spots for all ages. At Robbin's

In Islamorada, feed massive tarpon right from the dock as pelicans swoop in. Sunset Grille & Raw Bar in Marathon pairs a fresh seafood with ocean views and a kid-friendly menu. A local favorite, Hogfish Bar & Grill in Stock Island serves its signature hogfish sandwich in a laid-back, open-air setting with live music and island vibes.

WHERE TO STAY

Discover The Cove, an adult-centric resort with in-resort offering serene oceanfront escapes at Three Waters Resort & Marina. Nestled along a private cove, The Cove features rooms and suites with king beds and stunning ocean views. Relax outside, enjoy light bites at in-house, or stay active at Wave Motion Studio — all at The Cove (www.thecove.com).

Plan your great escape at fla-keys.com.

ABOVE LEFT: Caption TK
ABOVE, RIGHT: Caption TK

Featured Partners:

Three Waters Resort and Marina, Turtle Hospital, Florida Keys Aquarium Encounters, Dolphin Research Center, Butterfly & Nature Conservatory, National Key Deer Refuge, John Pennekamp Coral Reef State Park, Conch Train Tour, Mallory Square, Ernest Hemingway Home, Southernmost Point, Robbie's in Islamorada, Sunset Grille & Raw Bar, Hogfish Bar & Grill

Modern Luxury Magazine (May)

MODERN LUXURY SPOTLIGHT

The Florida Keys & KEY WEST

UNIQUELY CONNECTED. PERFECTLY DETACHED

THE FLORIDA KEYS & KEY WEST are an exquisite chain of islands stretching 125 miles south of mainland Florida. This one-of-a-kind archipelago invites travelers to explore five distinctive destinations, each offering a blend of baroque elegance and elevated escape. On land, world-class resorts, bespoke experiences and award-winning restaurants set the tone. Beneath the surface, a vast sanctuary of coral reefs and marine life flows as effortlessly as the island breeze.

KEY LARGO | The northernmost Key is home to stately luxury resorts like Pine Ledge Resort & Spa, Baker's Cay Resort and Bungalows Key Largo, an additional, all-inclusive escape. Snorkeling and diving abound, with two state parks and the Florida Key National Marine Sanctuary nearby. End the day with a sunset champagne cruise or private yacht charter.

ISLAMORADA | Make up of six islands, Islamorada is known as the "Sporting Capital of the World." Elevated stays at Cheeca Lodge, Amara Cay and The Moorings Village offer style and serenity. Book a VIP annual encounter at "Theater of the Sea" or dine at C&P Pub & Bar, or take a Florida Keys Food Tour for a curated taste of local flavor.

MAHARATHON | Classic "Old Key" charm meets modern comfort in Marathon, a favorite for families. Stop at Tranquility Bay Spa, Cay or Isla Bella Beach Resort. Kayak through mangroves, swim with dolphins and catch sunset from the Old Seven Miles Bridge. Dive doublets at Key Fisheries or Sparky's Landing, or experience SRP & Ash, helmed by a Michelin-starred chef.

LOWER KEYS | The tropical stretch is perfect for snorkeling, hiking or tarpon fishing. Enjoy a sunset lounge at Little Palm Island Resort & Spa or keep things simple and

laidback at Parmer's Resort. Spend the day boating to hidden sandbars, exploring backcountry waters or enjoying a fine local sunset the unique No Name Pub.

KEY WEST | Close to Cuba than Miami, Key West is rich in culture and in character. Stay at Casa Marina or The Peninsula Hotel. Dine at Latitude, Blue Heaven or Azur. Browse galleries, tour historic sites, visit History Square, shop in Old Town, or see it all at the only Caribbean-style golf course in the U.S. Then board a private seaplane to Dry Tortugas National Park for the ultimate escape.



Featured Partners:

Playa Largo Resort & Spa, Baker's Cay Resort, Bungalows Key Largo, Florida Keys National Marine Sanctuary, Cheeca Lodge, Amara Cay, The Moorings Village, Theater of the Sea, Chef Michael's, Florida Keys Food Tour, Tranquility Bay, Hawks Cay, Isla Bella Beach Resort, Keys Fisheries, Sparky's Landing, Salt & Ash, Little Palm Island Resort & Spa, Parmer's Resort, No Name Pub, Casa Marina, The Marquesa Hotel, Latitudes, Blue Heaven, Azur, Mallory Square, Old Town, Dry Tortugas National Park



MODERN LUXURY TRAVEL AWARDS SOCIAL & DISPLAY



TRAVELZOO DIGITAL SHOWCASE PREVIEW



The Florida Keys & Key West

5 tropical retreats for dreamlike getaways

KEY LARGO | ISLAMORADA | MARATHON | THE LOWER KEYS | KEY WEST

Cruising the 125-mile road that strings together the Florida Keys feels like the start of a vacation. At its best, on this legendary route—the Overseas Highway—a spirit of ease rushes in, along with the ocean breeze through the open car windows. Quiet fishing villages, dense tropical plants and aquarium waters float by on either side of the two-lane road.

On the descent into Key West International (EYW), those arriving by air experience an even dreamier view of the blue expanse, towering reefs and dots of land that comprise the archipelago. Of course, these landscapes are just a precursor to what awaits at your actual destination.



By the Beach, Key West



From eco-adventures in the mangrove-fringed wilds to epic sporting encounters to meandering walks that trace the footsteps of Ernest Hemingway, there's a vast range of experiences on offer. Divers, art lovers, culture-seekers, beachgoers, foodies and family travelers will all find ample draws—starting in Key Largo, all the way down to Key West's Southwestern Point.

Read on for a guide to the Keys' five main regions, then start planning your tropical getaway.



Key Largo



Underwater

A haven for divers & eco-adventurists

The first stop on the Overseas highway, Key Largo is a paradise for all who love playing in or on the water. **John Pennnekamp Coral Reef State Park** spans 70 nautical square miles. There, anglers can fish backcountry waters running through mangrove channels and over vital seagrass beds. It's also home to legendary coral reefs. Beyond the park, the **Spiegel Grove Wreck Dive**—at 510 feet long, one of the largest ships ever intentionally sunk for reef creation—is a bucket list site for divers.

Between adventures through Key Largo's unique ecosystems, discover how they're being supported and restored at the **Coral Restoration Foundation Exploration Center** (open Monday-Saturday), its works include oceanic nurseries, coral planting and high-tech monitoring systems that track coral coverage over time.

There's more to experience on dry land if you can peel yourself away from Key Largo's waters. Browse the works of local artists—lit up in the bright hues characteristic of the Cuban Republic—at the **Key Largo Art Gallery**, a fixture of the community for more than 20 years.

As you might imagine, cuisine in Key Largo (and throughout the Florida Keys) centers around seafood caught in local waters. **The Fish House** is a go-to for plates of mahi mahi and grouper, slathered with succulent house-made sauces. **Mrs. Mac's Kitchen** is a top choice for breakfast or lunch, while **Sundowners** offers everything from bar bites to a whole fish dinner, plus stellar sunset views over the water. After a satisfying day of nature, local culture and incredible food, settle in at one of Key Largo's boutique waterfront inns. **Rock Reef Resort**, **Coconut Palm Inn** and **Drift Key Largo** are all top spots to recharge.



By the Water, Key Largo



PARTNER EMAILS

Condé Nast
Traveler

A SPECIAL MESSAGE FROM OUR PARTNER

The Florida Keys
Islamorada



Where luxury is laid-back and the fish are definitely not.

From skinny water to deep sea, Islamorada in The Florida Keys blends barefoot elegance with angling thrills. Cast a fly, sip something strong or do absolutely nothing.

[Explore Islamorada](#)



Kayak the mangroves, snorkel Alligator Reef or fish the flats with a seasoned guide who knows every ripple. Islamorada's best days always begin on the water.

[Let's get out there](#)

Conde Nast 4/28

Condé Nast
Traveler

A SPECIAL MESSAGE FROM OUR PARTNER

The Florida Keys
Key West



Explore Key West for culture, charm and just the right amount of quirk.

From gallery-lined streets to rooftop bars, fresh seafood and historic stays, Key West delivers bold flavors, rich island culture and a sense of place you won't soon forget.

[Explore Key West Experiences](#)



Sail, snorkel, paddle or float. In Key West, the water leads the way and sometimes, nowhere is exactly where you want to be.

[Chart Your Course](#)

Conde Nast 5/9

LUXURY LINK

From one of our preferred partners

The Florida Keys
& Key West



Five destinations. Endless ways to be.

The Florida Keys meet at their own pace and so can you. From the Largo to Islamorada, Marathon to the Lower Keys and Key West, every stretch offers space to breathe and room for you, to do you.

[EXPLORE THE KEYS](#)



Weightless, breathless, speechless.

Slip beneath the surface and leave the noise behind. Whether you're diving coral canyons or drifting above them, the experience is pure, quiet luxury. Just remember to breathe.

[DIVE IN](#)



Keys flavor, with character.

Fresh catch. Tropical cocktails. Flavors that breathe with the ocean air. The unpretentious dining is served with a view. Stories float through the air, sometimes from a gallery, sometimes from the live music drifting off a porch you didn't expect. It's about who you meet, what you taste, and how you soak it all in.

[SAVOR THE CULTURE](#)

The Florida Keys
& Key West

Luxury Link 4/30

The Florida Keys
& Key West
come as you are.



PARTNER EMAILS

ShermansTravel
IN PARTNERSHIP WITH
The Florida Keys Islamorada



Legendary Waters, Epic Catches

They don't call it the "Sportfishing Capital of the World" for nothing. In Islamorada, every cast tells a story and the water never runs out of surprises. From backcountry flats to deep-sea charters, the action runs deep. But that's just the beginning – paddleboards, paravails, sandbar hangouts, seafood dives and more abound. This is where island energy meets easygoing adventures.

[Explore Islamorada](#)



Taste the True Flavor of The Keys

Dinner with your toes in the sand, a breeze off the water and fresh catch on the plate. Islamorada, bold flavors come with a view and meals stretch into memories. From dockside lobster to sunset cocktails, it's all best enjoyed slowly.

[Dine With a View](#)

Sherman's Travel 5/6



Feel Islamorada Through Its Art

From seaside studios to open-air galleries, Islamorada's art scene is as vibrant as the island itself. Stroll through works inspired by the sea, shaped by the sun and made to move you.

[Discover Islamorada](#)



Easygoing Stays & Elevated Style

Laid-back luxury is the Islamorada way. Stay steps from the sea in lush garden suites, vintage-style cottages or breezy beachside bungalows. Whenever you check in, the island's easy rhythm checks in with you.

[Book Your Stay](#)

LUXURY LINK From one of our preferred partners

The Florida Keys
Key West
Close To Perfect - Far From Normal



Eccentric, eclectic and effortlessly lush

In The Florida Keys, the edge of the map feels like the center of it: a marina morning to rooftop cocktails, coastal rides to timeless island life with a wink and a relaxed, elevated style that doesn't try too hard. No. Everything feels exactly right.

[EXPLORE KEY WEST](#)



Chase legends, land memories.

From sailfish runs offshore to hidden flats that hold tarpon and bonefish, Key West's waters are legendary. Cast from a motor or walk into the offshore of a secluded sandbar. Here, the fish are fierce, the scenery is unbelievable and the stories don't need a single word of exaggeration.

[BOOK A CHARTER](#)



Count the bubbles and your blessings

In the waters of Key West, a world unfolds with sunken ships, colorful reefs you'll wish you could follow forever. Drift through coral gardens or swim light. Whether you snorkel or dive, discovery begins just offshore, where endless as the view.

[JUMP ON IN](#)



The Summer Fishing Lineup.

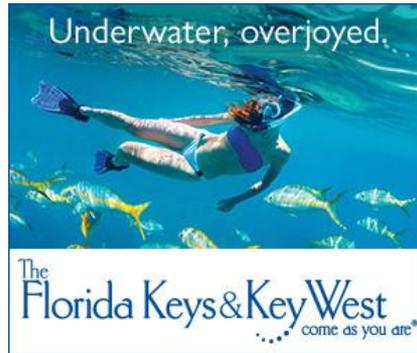
From the Key West Game Club Dolphin Derby to the legendary Key West Marine Tournament, summer in The Florida Keys hooks anglers of every age. With prizes, gear giveaways and serious bragging rights, there's always something on the line and it's not just the fish.

[LIVE FAST](#)

Luxury Link 5/13



DISPLAY: BRAND AWARENESS & UMBRELLAS



DISPLAY: DACS

The sandbars open early.



The Florida Keys
Key West

Catch. Release it all.



Big Pine Key
and Florida's Lower Keys

Paddle out. Tune in.



The Florida Keys
Marathon

Real work-life balance.



The Florida Keys
Islamorada

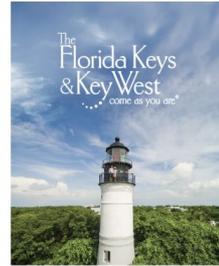
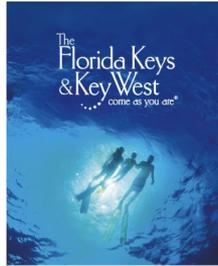
Skim the surface.
Soak it in.



The Florida Keys
Key Largo



NEW FACEBOOK INSTANT EXPERIENCE BRAND AWARENESS



Five Destinations,
Only One Florida Keys.

SWIPE TO SEE MORE



Ease into **Key Largo**, where relaxed island charm meets endless open waters. Dive into a day of snorkeling, sailing or simply soaking in the views.



Islamorada is where sport meets the sea, with legendary fishing and laid-back luxury. Cast off for adventure, then toast to the day at sunset.



Marathon, in the heart of The Florida Keys, is all about reef thrills, boat days and family fun, making the most of every splash.

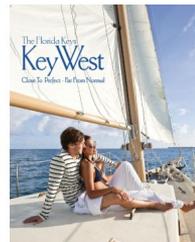
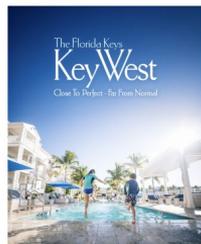
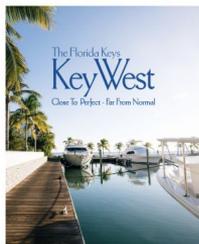


The **Lower Keys** deliver quiet shores, endless stars and untamed beauty. Paddle out to hidden sandbars or spot the famous Key deer in the wild.



Key West bursts with color, creativity and unexpected surprises. Explore lively streets, discover hidden art and catch a sunset that's anything but ordinary.

NEW FACEBOOK INSTANT EXPERIENCE KEY WEST



Where the road ends,
the real fun begins.

SWIPE TO SEE MORE



In Key West, the Conch Train rolls slow
because there's a lot worth slowing down for.



Our amazing sunsets don't signal the end of the
day. They set the stage for what's next.



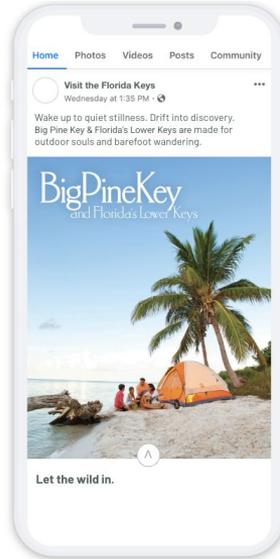
From rooftop bars to porch swings to pedicabs, you
don't need a plan. Just a good pair of flip-flops.



Annual events like Fantasy Fest and Key West Pride
prove this island knows how to throw a proper party.



NEW FACEBOOK INSTANT EXPERIENCE LOWER KEYS



The Natural Keys

SWIPE TO SEE MORE



Tiny and rare, the Key deer roam freely here. Wild neighbors in a place that still feels untouched.



Float above coral gardens and turquoise calm. Below the surface, a quieter world unfolds.



The art of stillness, the thrill of the catch. Backcountry fishing in the Lower Keys is refined by nature.



Drift slow. Nature's putting on a show with osprey flyovers, curious fish and zero commercials.

NEW FACEBOOK INSTANT EXPERIENCE MARATHON



Room to roam. Time to play.

SWIPE TO SEE MORE



Old Seven Mile Bridge is a linear park providing access to Pigeon Key by walkers, runners, bikers and tram riders.



Adderley House shares the story of early island life, built by a Bahamian pioneer in the 1900s.

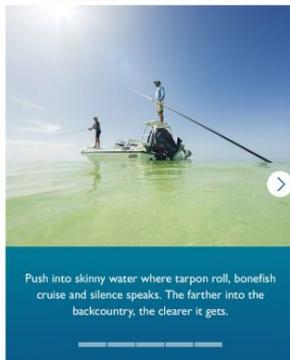
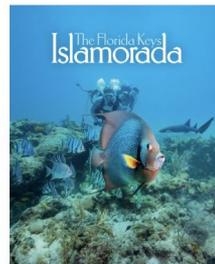
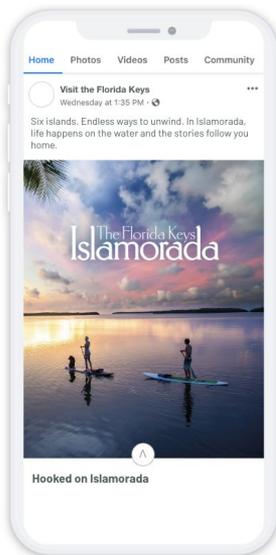
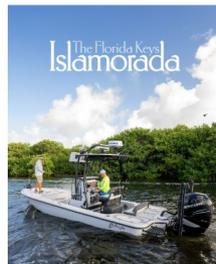
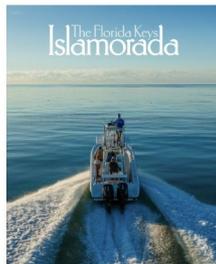


Curry Hammock State Park is a peaceful place to kayak, hike or just kick back by the shore.

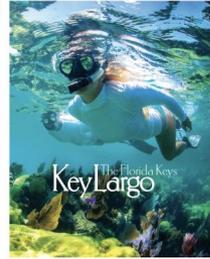
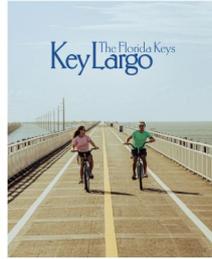


Sombbrero Key Lighthouse rises above the reef, where boats drift and sunsets steal the show.

NEW FACEBOOK INSTANT EXPERIENCE ISLAMORADA



NEW FACEBOOK INSTANT EXPERIENCE KEY LARGO



Land Ends. The Keys Begin.

SWIPE TO SEE MORE



Arrive like you mean it. Charter a private seaplane with **Keys Seaplanes**® for soaring reef views and a swift, scenic journey to paradise.



Art on the marina walls greet you at **Anchors Away Boat Rentals**. Here, strolls feel like gallery walks and the perfect souvenir is always just around the corner.



Do nothing beautifully. Key Largo's version of luxury includes naps, palms and not checking the time.



Dinner by the water. Fresh catch. No reservations. Just a breeze and a view worth lingering over.

FLORIDA KEYS TOURISM INFOGRAPHIC

